



Ministry of Tourism
REPUBLIC OF MALDIVES



Ministry of Culture, Sports
and Tourism

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

WELCOME REMARKS

Since 2006, the UNWTO has annually convened the Asia and the Pacific Executive Training Programme on Tourism Policy and Strategy. This Executive Training Programme is the only Programme of its kind in the region and is renowned for its stimulating content and thought-provoking discussions. The theme and subject of the Programme change each year and has historically had far-reaching impacts both for the host destination and the attendees.

The Programme is specifically designed to support tourism policymakers and managers. It aims to strengthen effective and responsive policies and strategies that adapt to changing priorities and concerns at national and destination levels.

The theme for the [15th UNWTO Asia/Pacific Executive Training Programme](#) is **Domestic Tourism as the National and International Long-term Tourism Strategy**, a pressing topic for destinations across the globe.

I welcome all of you who attend this Training Programme both in person and virtually to enjoy fruitful discussions and to deepen your understanding of the effects of the spread of COVID-19 on Domestic Tourism and how to foster Domestic Tourism.



Programme

Male, The Maldives
Time

Programme

5 October (Tuesday)

Opening Ceremony

10:00 – 10:25

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

10:25 – 10:30

Group Photo

UNWTO Forum on Domestic Tourism as the National and International Long-term Tourism Strategy

10:30 – 12:00

- 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
 - 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
 - Mr. Javed Ahmed, Chief Executive Officer(CEO), Bangladesh Tourism Board
 - 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)
 - Dr. Hussain Sunny Umar, Managing Director, Maldives Halal Travel & Halal weekly
- 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

- 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')
- 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

Programme

Male, The Maldives
Time

Programme

6 October (Wednesday)

Session 2: Engaging the Private Sector to Foster Domestic Tourism

- Keynote Speaker: Mr. Trevor Weltman (UNWTO Consultant) and Mr. Jason Lusk, Founder and Managing Partner of 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

10:00 – 12:00

12:00 – 13:30

Lunch

Session 3: Innovation and the Future of Domestic Tourism: Building Opportunity for Growth and Development

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

13:30 – 15:30

19:00 – 21:00

Dinner

Programme

Male, The Maldives
Time

Programme

7 October (Thursday)

Special Session: Restarting International Tourism beyond Domestic Tourism (each 15')

10:00 – 12:00

- 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)
- Nepal: Dr. Dhananjay Regmi, Chief Executive Officer, Nepal Tourism Board (on-site)
- Republic of Korea: Ms. Kyoung-hwa Kim, Director of the International Tourism Division, Ministry of Culture, Sports and Tourism (online)
- Spain: Ms. María Llinarees Sanjuan, Director Spanish Tourism Office. Spanish Embassy in Beijing
- Q&A and Discussion

Closing Ceremony

12:00 – 12:30

- 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

8 October (Friday)

09:00 – 15:00

Technical Tour organized by Government of the Maldives

15:00 –

Departure

OPENING CEREMONY



**Mr. Zurab
Pololikashvili**

**Secretary-General,
UNWTO**



**H.E. Dr. Abdulla
Mausoom**

**Minister, Ministry of
Tourism, the
Maldives**



Mr. Harry Hwang

**Regional Director
for Asia and the
Pacific, UNWTO**

Speakers

Session 1: Destination Management and Operations for increased Domestic Tourism



Ms. Sandra Carvao

Chief, Tourism
Market Intelligence
and Competitiveness
Department, UNWTO



Ms. Iva Kutle Škrlec

Global Destination
Marketing Partner,
Google

Session 2: Engaging the Private Sector to Foster Domestic Tourism



Mr. Trevor Weltman

UNWTO Consultant,
Partner at Clickable
Impact Consulting
Group



Mr. Jason Lusk

Founder and
Managing Partner
of Clickable Impact
Consulting
Group



Dr. Zengxian LIANG

Associate Professor
of School of Tourism
Management from
Sun Yat-sen
University &
Technical Expert at
Monitoring Centre
for UNWTO
Sustainable Tourism
Observatories
(MCSTO)

Speakers

Session 3: Innovation and the Future of Domestic Tourism: Building Opportunity for Growth & Development



Mr. John Lohr

**Director of Strategic
Partnerships and
Innovation, Hosco**



Ms. Natalia Bayona

**Director, Innovation,
Education and
Investments
Department, UNWTO**



Ms. Heayjin Lee

**Director of Seoul
Tourism
Organization,
UNWTO Affiliate
Member**

Speakers

Special Session: Restarting International Tourism beyond Domestic Tourism



[Egypt]

Mr. Ahmad Youssif

**Chairman of the
Egyptian Tourist
Authority**



[Fiji]

Mr. Shaheen Ali

**Permanent Secretary
for the Ministry of
Commerce, Trade,
Tourism, and
Transport**



[Italy]

**Mr. Francesco
Paolo Schiavo**

**Directorate for
Development and
Promotion of
Tourism,
Ministry of Tourism**

Speakers

Special Session: Restarting International Tourism beyond Domestic Tourism



[Maldives]

**Dr. Abdulla
Mausoom**

**Minister,
Ministry of Tourism**



[Nepal]

**Dr. Dhananjay
Regmi**

**Chief Executive
Officer, Nepal
Tourism Board**



[Republic of Korea]

**Ms. Kyoungghwa
Kim**

**Director of the
International Tourism
Division**



[Spain]

**Ms. María
Llinarees Sanjuan**

**Director Spanish
Tourism Office.
Spanish Embassy in
Beijing**

CLOSING CEREMONY



**Dr. Naushad
Mohamed**

**Deputy Minister,
Ministry of Tourism,
the Maldives**



Mr. Harry Hwang

**Regional Director
for Asia and the
Pacific, UNWTO**

Session 1

Ms. Sandra Carvao

Chief, Tourism Market Intelligence and Competitiveness Department, UNWTO

Sandra Carvão is Chief of Tourism Market Intelligence and Competitiveness at the World Tourism Organization (UNWTO) since June 2018. Before that, she was Chief of Communications and Publications for 8 years until May 2018 where she was responsible for UNWTO's strategic positioning.

Prior to this post, Sandra was Deputy Chief at UNWTO's Market Trends, Competitiveness and Trade in Tourism Services Department between 2007 and 2010. During this period, Sandra coordinated the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008-2009 on tourism. Prior to joining UNWTO in 2003, Sandra held a position as market manager in the Portuguese National Tourist Office in Lisbon. Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.



Session 1

Ms. Iva Kutle Skrlec

Global Destination Marketing Partner, Google

Iva is a senior travel and tourism marketing professional who has been with Google for 6 years and she supports DMOs and the tourism sector by leading Google's Global Tourism Acceleration Center. Prior to that she had managed Google's relationship with some of the biggest travel and tourism companies including Emirates Airline, Dubai Tourism Board, Abu Dhabi Tourism Board. Before joining Google, Iva was a Marketing and E-Commerce Director at Croatia's leading hospitality company, Valamar Hotels & Resorts and a contributor to the Croatian National Tourism Strategy. She also spent seven years with a leading marketing agency in Croatia, as a Chief Strategist and Managing Director and she served as the National Coordinator for the Blue Flag and other sustainable tourism projects in Croatia.



Session 2

Mr. Trevor Weltman

UNWTO Consultant, Partner at 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 sustainable tourism development, 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. He currently lives in Bangkok, Thailand, with his wife and two daughters.



Session 2

Mr. Jason Lusk **Founder and Managing Partner of Clickable** **Impact Consulting Group**

Jason is an integrated marketing communications strategist who seamlessly blends traditional communications with digital. His skill set includes communications strategy, brand planning, public relations including crisis communications, and private sector engagement.

He was vice president, management supervisor of Cramer-Krasselt, America's second largest independent marketing communications agency, before relocating to Asia in 2012. Since then, Jason has served as a trusted strategic advisor to clients including Microsoft, UnionPay International, the Pacific Asia Travel Association, and several UN agencies. Jason currently oversees a multimillion-dollar private sector engagement technical assistance program within the Private Sector Operations Department of the Asian Development Bank, and has advised on several public-private COVID-19 crisis recovery initiatives for the tourism industry in Asia Pacific since the pandemic began.



Session 2

Dr. Zengxian LIANG

Associate Professor of School of Tourism Management from Sun Yat-sen University & Technical Expert at Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO)

Dr. Zengxian Liang is associate professor and department head of event management in the School of Tourism Management at Sun Yat-Sen University, technical director of Jiaozuo city sustainable tourism observatory of UNWTO, member of Center for Leisure, Tourism and Social Development and Center for Tourism Planning and Research of Sun Yat-sen University.

His research focus on tourism geographies, urban tourism, theme park, tourism and quality of life, tourism development and planning. He is particularly intrigued by the interaction between urban tourism (including theme park and other urban entertainments) and social space reconstruction in the perspective of geographies, and he is more recently interested in new emerging types of tourism in China, such as healthcare tourism and couchsurfing tourism. He has previously published papers on tourism gentrification, quality of life (QOL) in tourism and social space reconstruction, as well as healthcare tourism.

In recent years, he has leaded and involved in cooperation of Ministry of Culture and Tourism, Guangdong Tourism sectors and enterprises, the projects include, “The effects of Hong Kong-Zhuhai-Macao Bridge on Regional Tourism Development”, “The Evolution of Tourism Industry in the Context of Developing Guangdong-Hong Kong-Macau Greater Bay Area” and other consulting projects on theme park, tourism related real estate and major tourism investments within Greater Bay Area.



Session 3

Mr. John Lohr

Director of Strategic Partnerships and Innovation, Hosco

John Lohr currently serves as Hosco's Director of Strategic Partnerships and Innovation. He is a Glion Switzerland graduate who has amassed over 12 years of hospitality, tourism and education business development work experience in more than 40 countries. For Hosco, John leads the partnership development with hospitality schools, departments, associations and national organizations. Earlier, John worked with IHG hotels in Thailand and India and served as the Director of Business Development for the American Hotel & Lodging Educational Institute (AHLEI) in Europe. He has also held various board positions for EuroCHRIE, the Council of Hospitality, Tourism and Event Educators and is a member of multiple global hospitality education and training associations. John resides in Poznan, Poland with his family and regularly visits the Hosco global headquarters in Barcelona, Spain.



Session 3

Ms. Natalia Bayona

**Director, Innovation, Education and Investments Department,
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.



Session 3

Ms. Heayjin Lee

Director of Seoul Tourism Organization, UNWTO Affiliate Member

Serving as the Director of the Smart Tourism Team within the Seoul Tourism Organization, Heayjin Lee heads all operations of the organization's official website and social media channels. Heayjin leads her team as the focus is placed on digital marketing with the aim of effectively appealing to the global community in real-time to further explore the variety and depth of what makes Seoul such a captivating tourism city.

Once she completed her undergraduate education, she moved on to pursue a long career in journalism prior to obtaining a master's degree in International Politics with a thesis covering the topic of Official Development Assistance. As a result, she naturally grew to develop a genuine interest in several subject areas, including that of sustainable development goals, global governance, and marketing in the public sector.

Since 2008, she has been a part of the Seoul Tourism Organization, while funneling her energy into the promotion of public good in the field of tourism.

Despite difficulties faced around the world amid the pandemic, Heayjin confidently seeks out new possibilities that have arisen with the digital transformation in the tourism industry.





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