IFTM Global Centre for Tourism Education and Training
12th Training Programme in Collaboration with UNWTO

“Solutions for Sustainable Tourism Development and Destination Branding in Times of Crisis and Beyond”

December 6, 7 & 9 2021

Open Registration
Times of crisis such as the Covid-19 Pandemic and natural disasters have long-term impacts upon tourist destinations which may be both positive and negative with the latter more than prevalent. Unless one adopts a more holistic approach towards sustainable tourism development through careful long-term planning, marketing and branding of a destination, challenges will persist and in times of crisis problems are often exacerbated. To successfully re-emerge after a crisis, the foundations of real sustainable tourism development needs to be laid. Various short-term tactics may be used during times of crisis to address and solve problems, but these will vary depending upon the situation at hand. To address and examine solutions (both long term and short term) in times of crisis, the Macao Institute for Tourism Studies in collaboration with UNWTO are pleased to deliver an online training programme comprising three webinars based on the theme of “Solutions for Sustainable Tourism Development and Destination Branding in Times of Crisis and Beyond.”
Topics to be covered in this online training programme are:

• Sustainable Tourism Development
• Strategic/Destination Marketing
• Destination Branding

This online training programme is targeted for the Member states nominated by UNWTO, namely: Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Thailand and Viet Nam participants from the Guangdong-Hong Kong-Macao Greater Bay Area. It is now open to interested personnel to listen in the webinars as observers and certificate of attendance will not be issued.
Programme Outcomes

Upon completion of this training programme participants will be able to:

1. **Acquire knowledge and insights** on how to prepare and manage sustainable tourism development and destination branding efforts in times of crisis;

2. **Integrate knowledge** of sustainable tourism development and strategic marketing with respect to destination branding efforts;

3. **Apply** and **assess** solutions that may be used to enhance a destination’s sustainable tourism development and branding efforts; and

4. **Learn from the experiences shared by participating member states** in building capacity for sustainable tourism development and destination branding.
Registration & Connection to the Webinar

This webinar is designed mainly for the ASEAN countries, namely: Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Thailand and Viet Nam; together with participants from the Guangdong-Hong Kong-Macao Greater Bay Area by invitation.

1. To participate, please submit your registration through the following link:

   6 Dec 2021: [https://iftm.zoom.us/webinar/register/WN_YeTU4WMcTS-LhA8UIV0Kkg](https://iftm.zoom.us/webinar/register/WN_YeTU4WMcTS-LhA8UIV0Kkg)

   7 Dec 2021: [https://iftm.zoom.us/webinar/register/WN_hq5DK4S3TjKb6egEsSIY7A](https://iftm.zoom.us/webinar/register/WN_hq5DK4S3TjKb6egEsSIY7A)

   9 Dec 2021: [https://iftm.zoom.us/webinar/register/WN_RYGtlLQzTq2kX21PuzXjdQ](https://iftm.zoom.us/webinar/register/WN_RYGtlLQzTq2kX21PuzXjdQ)

2. After completing your registration, you will receive an email with further details of the programme and on how to access the webinar through Zoom

3. The webinar will be held in **English**, via the Zoom platform

4. The Zoom meeting link will be opened 10 minutes before start of the training. As a password will be used, please wait briefly to be admitted to the meeting
Programme

**Dates:** 6, 7 and 9 December 2021  
**Time:** 1500 – 1700 (Macao time GMT+8)  
**Delivery Platform:** Zoom.us  
**Note:** Open registration participants have observer status only and are not eligible for a certificate of participation

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<th>Date</th>
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| 6 December 2021 (Monday) | Sustainable Tourism Development  
  - Sustainable Tourism Development in Times of Crisis | Dr. Jack Ly  
Visiting Assistant Professor, IFTM | Prof. Wilco Chan  
Vice Director, Global Centre for Tourism Education and Training, IFTM |
| 6 December 2021 (Monday) | Sustainable Tourism Development  
  - Sustainable Tourism: Some Myths, Times of Crisis, & the Planning Perspective | Prof. John Ap  
Director, Global Centre for Tourism Education and Training, IFTM | |
| 7 December 2021 (Tuesday) | Strategic/Destination Marketing  
  - An Introduction to Strategic Destination Marketing | Dr. Christy Ng  
Assistant Professor, IFTM | Dr. Clara Lei  
Acting Vice Director  
School of Hospitality Management, IFTM |
| 7 December 2021 (Tuesday) | Strategic/Destination Marketing  
  - Strategic/Destination Marketing in Times of Crisis: A Professional’s Perspective | Dr. Carmen Lam  
Principal Consultant  
Crikx & Co Limited, Hong Kong | |
| 9 December 2021 (Thursday) | Destination Branding  
  - Destination Branding: An Introduction & the Use of Social Media | Dr. Qi Shanshan  
Invited Assistant Professor, IFTM | Prof. John Ap  
Director, Global Centre for Tourism Education and Training, IFTM |
| 9 December 2021 (Thursday) | Destination Branding  
  - Destination Branding in Times of Crisis: A Destination Management CEO’s Perspective | Mr. Koen Ruisch  
CEO & Marketing Manager  
Happy Trails! Asia, Bali, Indonesia | |

Dec 6 Registration: [https://iftm.zoom.us/webinar/register/WN_YeTU4WMcTS-LhA8UlV0Kkg](https://iftm.zoom.us/webinar/register/WN_YeTU4WMcTS-LhA8UlV0Kkg)  
Dec 7 Registration: [https://iftm.zoom.us/webinar/register/WN_hq5DK453TkJb6egEsSIY7A](https://iftm.zoom.us/webinar/register/WN_hq5DK453TkJb6egEsSIY7A)  
Dec 9 Registration: [https://iftm.zoom.us/webinar/register/WN_RYGtLQzTq2kXZ1PuzXjdQ](https://iftm.zoom.us/webinar/register/WN_RYGtLQzTq2kXZ1PuzXjdQ)
Dr. Tuan Phong LY (Jack) completed his Ph.D. at the Hong Kong Polytechnic University. His research interests are in the area of ecotourism, national park model management, cultural heritage management, tourism development in South East Asia, and museum development. He has some published journal articles and conference papers in topics related to national park management and concession model in South East Asia and China, as well as research in tourist behaviour, and cultural tourism management. He is now teaching tourism management subjects and working as Deputy Coordinator of Cultural and Heritage Management Programme in the School of Tourism Management of IFTM.

**Topic: Sustainable Tourism Development in Times of Crisis**
December 6: Sustainable Tourism Development

**Presenter:**

Professor John Ap Ph.D. (Texas A&M) is a Professor in Tourism Management and also the Director of IFTM’s Global Centre for Tourism Education & Training. He is internationally known for his research and publications on community perceptions of tourism. His areas of expertise include: impacts of tourism; tourist behaviour; theme parks, tourism planning, & research methods.

Prior to becoming an academic he had worked 11½ years as certified town planner in Australia where he specialised in recreation and tourism planning. Prof. Ap has held senior positions with the Tourism Commission of New South Wales (now Destination NSW); School of Hotel & Tourism Management, The Hong Kong Polytechnic University; Stenden University Qatar (now Stenden University of Applied Sciences Qatar).

**Topic:** Sustainable Tourism: Some Myths, Times of Crisis, & the Planning Perspective

* Also Moderator of December 9 session
Moderator:

Prof. Wilco Chan
Visiting Professor
Vice Director of Global Centre for Tourism Education and Training,
Macao Institute for Tourism Studies

Professor Chan specializes in sustainability in tourism and hospitality. He is also the editorial board member of several leading journals. His areas of expertise include hospitality technology, tourism product development, CSR/ESG certifications, clean air technology, energy/water saving, human resources and finance. Other than publishing over one hundred tourism research papers, he is also the inventor of nationally patented SMART tourism bike station.

Prior to joining the training and research institutions, Professor Chan had been a manager in international hotel chains and director of a restaurant business association. He has also served as an advisory board member of the Hong Kong SAR Government dealing with the admission of talent and professionals, plus setting the qualification framework for chefs.
Dr. Christy Ng is an Assistant Professor at the Institute for Tourism Studies (IFT) Macau. She spent more than ten years in the United States and received a B.S. in Business Administration, majored in Marketing, M.S. in Hospitality Administration, and PhD in Hospitality Administration at the Oklahoma State University. She has taught courses in Food Safety and Sanitation, Introduction to Professional Food Preparation, Principles of Marketing, Research Methodology, and Integrated Marketing Communication at Oklahoma State University and Taylor’s University, Malaysia. Christy has research interests in relationship marketing, customer satisfaction, job satisfaction, and service quality.
Dr. Carmen Lam is a branding, marketing and customer experience specialist, having led regional and functional teams of some of the most global luxury hospitality and real estate companies in the world including the Shangri-La Group, the InterContinental Hotels Group, the Fairmont-Raffles Group and Ananda Development in Thailand. Her tourism marketing experience also encompasses a 3-year stint with the tourism promotion organization of Hong Kong after the handover. She is a Hofstede-Insights national and organizational culture consultant and a Certified Exponential Organizations (ExO) Sprint Coach to help organizations harness disruptive technologies and develop the optimal culture for digital transformation.
Dr. Lei Weng Si (Clara) is an Assistant Professor, and Acting Vice-director for the school of Hospitality Management at the Macao Institute for Tourism Studies, China. She received her Ph.D. in International Business from the University of Leeds in the United Kingdom. Her research interests rest on management education, festivals, and event management. She has published in leading management education journals and event management journals. Prior stepping into the academia, Clara worked in the industries for some years and took part mostly in marketing and management. She had successfully coached a class of forty students to organize a charity event and created a new Guinness World Record® in 2012.
Dr. Qi Shanshan is an invited assistant professor at the Macau Institute for Tourism studies. She obtained her PhD degree from Hong Kong Polytechnic University, School of Hotel and Tourism Management. Her areas of research interests include computer technology applications in tourism, smart tourism development and destination marketing and branding.
December 9: Destination Branding

Presenter:

Mr. Koen Ruisch (Msc., Bsc., BBA) is an alumnus of IFTM and Breda University of Applied Sciences’ dual degree program, and has furthered his studies at Bournemouth University before commencing his industry career with Happy Trails! Asia in Indonesia. He leads Happy Trails! Asia as a sustainable Destination Management Company, to offer sustainable tourism experiences and develop community-based tourism within its destinations.

He is considered to be an expert on sustainable tourism in Indonesia, and together with his team has led Happy Trails! Asia to be the first Travelife (an EU-supported independently audited program for sustainable tour operators) certified DMC in Indonesia. Furthermore, he is a founding member of the Indonesian DMC Sustainability Collaboration, and an active participant and commissioner in the Tourism Impact lab and the Living Lab Sustainable Tourism – Lake Toba supported by the Dutch Embassy in Indonesia.

Topic: Destination Branding in Times of Crisis: A Destination Management CEO’s Perspective