

In collaboration with



**IFTM Global Centre for Tourism Education and Training
13th Training Programme in Collaboration with UNWTO**

CAPACITY BUILDING FOR SUSTAINABLE TOURISM THROUGH FESTIVALS AND EVENTS

24 – 26 May 2022

Background Information

BACKGROUND



澳門旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA DE MACAU
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Given the diverse nature of festivals and events, authorities around the world have started to turn these as innate resources that enrich and diversify a destination's tourism portfolio, thereby creating a unique destination proposition. These events, encompassing a wide spectrum of typologies from cultural festivities and traditional celebrations to sporting events and shopping bonanzas, offer an invaluable alternative to tourists. Importantly, these events are catalyst for economic, social and environmental development for the communities they serve. This is particularly of relevance during the pandemic when world travel is limited, and destinations strive for and thrive via domestic spending.

The three-day training begins with an important strategic consideration in using festivals and events as part of an overarching strategy to diversify its economy. It then moves on to examine the potential of smaller sports events in generating positive social and economic benefits in the community. The training concludes with a critical examination of how festivals and events can achieve positive economic, social and environmental outcomes that align with the United Nations Sustainable Development Goals. Sustainability is not only a buzzword, but governments around the world and event participants increasingly expect and require the adoption of sustainable practices in events.

BACKGROUND



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Theme of the topics to be covered in this online training programme are:

Day 1: Festivals and Events as Tourism Products

Day 2: Sports Events in Destinations

Day 3: Benefits of Festivals and Events to Destinations

This collaborative training programme by Macao Institute for Tourism Studies with UNWTO is **by invitation only** and has been specifically designed for **decision-makers in ministries and administrations of UNWTO Member States in Asia and the Pacific**; together with **participants from the Guangdong-Hong Kong-Macao Greater Bay Area**.

PROGRAMME OUTCOMES



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

1. Describe and explain how festivals and events can be used to enrich and diversify a destination tourism portfolio to create a unique destination proposition;
2. Compare and contrast how different types of events as destination's innate resources can create positive economic, social and environmental outcomes;
3. Develop a sustainable tourism strategy incorporating festivals and events that align with the United Nations Sustainable Development Goals; and
4. Learn from the experiences shared by participating member states in using festivals and events as part of their development of tourism products and its destination tourism strategy.

PROGRAMME FORMAT



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- Dates:** 24 – 26 May 2022
Time: 1500 – 1700 (Macao time GMT+8)
Delivery Platform: Zoom.us
Language: English
Certificate Recognition:

In order to receive an **IFTM-UNWTO Certificate of Attendance**, participants will be required to:

- a) register and provide authentic personal identification
- b) attend all three sessions and have attendance recorded; and
- c) complete each post-webinar quiz

Invited participants will have the opportunity to interact directly with the speakers. The programme format will be, as follows:

- Welcome & Introduction
- Two Presentations (45 minutes each)
- Open Q&A Session* (30 minutes)

** Representatives of each country will be invited and encouraged to present and provide feedback on the questions prepared by the presenters. The questions will be provided later on before the talk.*

REGISTRATION & CONNECTION TO THE WEBINAR



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

<https://limesurvey.ift.edu.mo/survey/index.php?r=survey/index&sid=854925&lang=en>

[REGISTRATION](#)

1. After completing your registration, you will receive an email with further details of the programme and on how to access the webinar through Zoom
2. The webinar will be held in **English**, via the Zoom platform
3. 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

WEBINAR ETIQUETTE



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1. Turn on the camera during the training
2. Be mindful to stay muted during the speakers' presentations
3. Remember to unmute yourself if you are granted permission to speak during the participants' sharing and Q&A sessions
3. During the webinar, there may be some polling questions, please participate and submit your answer, when requested
4. During the webinar, please send any questions via chat box in the Zoom platform. The moderator will direct your questions to the speaker
5. Remember to complete the short quiz (5 questions per topic) following each session. You will be forwarded a web-link after each webinar

PROGRAMME TOPICS



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Date	Topic	Presenter	Moderator
24 May 2022 (Tuesday) <u>Festivals and Events as Tourism Products</u>	<ul style="list-style-type: none"> Incorporating festivals and events into a destination tourism strategy 	Prof Greg Richards Professor of Placement and Events, Breda University Professor of Leisure Studies, University of Tilburg	Dr Clara Lei Acting Director School of Hospitality Management IFTM
	<ul style="list-style-type: none"> Utilising current events and creating new events as tourism products – the case of Macao: what to consider, challenges and issues 	Ms Maria Helena de Senna Fernandes Director Macao Government Tourism Office	
25 May 2022 (Wednesday) <u>Sports Events in the Destinations</u>	<ul style="list-style-type: none"> How can sports events benefit a destination's tourism? From mega to community events 	Prof Richard Shipway Associate Professor Department of Sport and Event Management Bournemouth University	Dr Ubaldino Couto Lecturer School of Hospitality Management IFTM
	<ul style="list-style-type: none"> International Sport Events <i>vs.</i> Community Sport Events 	Mr Jairo Calañgi Co-Founder MR.J Sports and Entertainment Events Planning Company	
26 May 2022 (Thursday) <u>Benefits of Festivals and Events to Destinations</u>	<ul style="list-style-type: none"> Social perspectives of festivals and events: towards the UNSDGs 	Prof Judith Mair Associate Professor The University of Queensland	Prof John Ap Director Global Centre for Tourism Education and Training IFTM
	<ul style="list-style-type: none"> Drivers and barriers of greening events: some lessons to share 	Dr Ubaldino Couto Lecturer, School of Hospitality Management, IFTM	
	<ul style="list-style-type: none"> Festivals and Events as Tourism Product Development in post-COVID recovery: impacts, changes and sustainability 	Mr Michel Julian Programme Officer Tourism Market Intelligence and Competitiveness Department, UNWTO	

24 MAY 2022: FESTIVALS AND EVENTS AS TOURISM PRODUCTS



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Presenter:



Prof Greg Richards
Professor of Placement and Events
Breda University

Professor of Leisure Studies
University of Tilburg

Greg Richards is Professor of Placemaking and Events at Breda University and Professor of Leisure Studies at the University of Tilburg in The Netherlands. He has worked on projects for numerous national governments, national tourism organisations and municipalities, and he has extensive experience in tourism and leisure research and education. His recent publications include the *SAGE Handbook of New Urban Studies* (with John Hannigan), *Reinventing the Local in Tourism* (with Paolo Russo), *Small Cities with Big Dreams: Creative Placemaking and Branding Strategies* (with Lian Duif) and *Rethinking Cultural Tourism*.

He has been involved in the development and evaluation of a number of major event-led cultural regeneration programmes, including the European Capitals of Culture and the Hieronymus Bosch 500 anniversary programme. He has completed several major research projects on the relationship between culture and tourism, including reports for the OECD on the Impact of Culture on Tourism (2009) and Tourism and the Creative Economy (2014). He has also collaborated with the UNWTO on the report on Tourism and Culture Synergies (2108), and he is actively involved in the development of creative tourism initiatives in different parts of the world.

Topic: Incorporating festivals and events into a destination tourism strategy

24 MAY 2022: FESTIVALS AND EVENTS AS TOURISM PRODUCTS



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Presenter:



***Ms Maria Helena de Senna
Fernandes***
Director
Macao Government Tourism Office

Ms. Maria Helena de Senna Fernandes came on board the Marketing Department of the Macao Government Tourism Office (MGTO) in 1988, and throughout the years organised and participated in various local, Mainland and overseas tourism exhibitions, conferences, seminars and promotional activities. In September 1998, she became Deputy Director, carrying on her dedication to destination marketing, and was appointed as MGTO Director in December 2012, before receiving the Medal of Merit for Tourism from the Macao Special Administrative Region Government in 2016.

She is a current member of the following committees of the Macao SAR Government: Tourism Development Committee, Economic Development Committee, Cultural Development Consultative Committee, Urban Planning Committee and Investment Committee. She also acts as Macao SAR (China) Focal Point to the UNESCO Creative Cities Network, as well as a current member of the Supervisory Board - Finance and Elections of the Pacific Asia Travel Association (PATA).

Topic: Utilising current events and creating new events as tourism products – the case of Macao: what to consider, challenges and issues

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Moderator:



Dr Clara Lei
Acting Director
School of Hospitality Management
Macao Institute for Tourism Studies

Dr. Lei Weng Si (Clara) is an Assistant Professor, and Acting 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, UK. 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 industry for some years 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.

25 MAY 2022: SPORTS EVENTS IN THE DESTINATIONS



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Presenter:



Prof Richard Shipway

Associate Professor

Department of Sport and Event Management

Bournemouth University

Richard is an Associate Professor in Sport Event Management in the Department of Sport and Event Management, Bournemouth University Business School, UK. His research interests focus on sport tourism, Olympic studies, impacts and legacies of international sport events, crisis and disaster management for sport, entrepreneurship and innovation for sport and leisure, volunteering at mega sports events, and sport ethnography. His previous work has explored a series of Olympic related research themes ranging from resident perception studies to Olympic tourism. Richard's other research interests are linked to the experiences of endurance athletes, most notably distance runners and cyclists. He is the Regional Editor (Europe) for the International Journal of Event and Festival Management (IJEFM), special advisor for the journal Event Management, and Reviews and Commentaries Editor for the Journal of Sport and Tourism. For 12 years, since 2010, Richard has served on the Economic and Social Research Council (ESRC)'s high profile Peer Review College, refereeing grant proposals within the social sciences.

Topic: How can sports events benefit a destination's tourism? From mega to community events

25 MAY 2022: SPORTS EVENTS IN THE DESTINATIONS



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Presenter:



Mr Jairo Calañgi
Co-Founder
MR.J Sports and Entertainment Events
Planning Company

Jairo Calangi is a resourceful, tri-lingual, and multi-talented UNLV Events Management graduate who thinks outside of the box, shows initiative, and is able to work in diverse professional, social, and cultural environments. In 2020 Jairo Calangi decided to start his own Sports Events Company "MR.J Sports and Entertainment" in the Macao SAR. In the past two years, Jairo has proven extraordinary planning and execution skills for the sports industry in Macao becoming the only Sports-focused company in the Macao SAR to bring and introduce new and exciting sports events for locals. As a young entrepreneur, Jairo also worked in multiple top tier resorts in Las Vegas and Macao for over 5 years, including the Bellagio Resort, MGM Grand Resort, MGM Macao and MGM COTAI

Topic: International sport events vs. community sport events

26 MAY 2022: BENEFITS OF FESTIVALS AND EVENTS TO DESTINATIONS



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Presenter:



Prof Judith Mair
Associate Professor
The University of Queensland

Associate Professor Judith Mair is Discipline Leader of the Tourism Discipline Group at the Business School, University of Queensland, Australia. Judith's work aims to understand and enhance the positive impacts of tourism and events on the communities and societies which host them. She is working on a number of projects in fields that include: Olympic Games legacies; the links between events and social connectivity (including social capital, social cohesion and social justice); and assessing the potential impacts of climate change on the tourism and events sector.

Topic: Social perspectives of festivals and events: towards the United Nations' SDGs

26 MAY 2022: BENEFITS OF FESTIVALS AND EVENTS TO DESTINATIONS

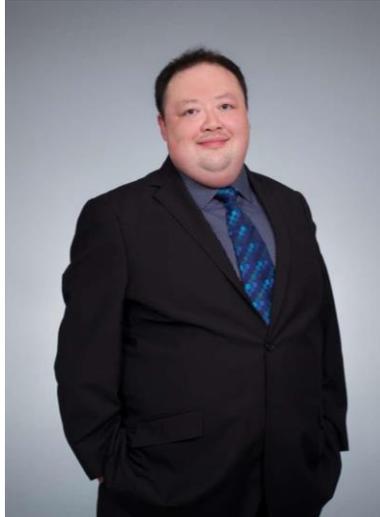


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Presenter:



Dr Ubaldino Couto

*Lecturer, School of Hospitality Management
Macao Institute for Tourism Studies*

Dr Ubaldino Couto lectures in both theory and practical courses in festivals and events. His research interests are in diaspora festivals and equality, diversity and inclusion in events, safeguarding cultural festivals and the Macanese identity. His PhD explored the role of diaspora festivals in encouraging social inclusion. Dr Couto is highly experienced in conference organisation, scholarly editorial work, pedagogy committees and has an extensive network with the industry. Prior to joining academia, he spent some time in the tourism and hospitality sector both in the UK and Macao. Dr Couto is the curator of this training programme, a theme very close to his heart and academic specialism.

Topic: Drivers and barriers of greening events: some lessons to share

**** Also Moderator on May 25 session***

26 MAY 2022: BENEFITS OF FESTIVALS AND EVENTS TO DESTINATIONS



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Presenter:



Mr Michel Julian
*Programme Officer
Tourism Market Intelligence and
Competitiveness Department
United Nations World Tourism Organization
(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.

He has coordinated joint research projects with the European Travel Commission's Market Intelligence Committee, reflected in several technical handbooks and seminars.

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).

Topic: Festivals and Events as Tourism Product Development in post-COVID recovery: impacts, changes and sustainability

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Moderator:



Prof John Ap
Visiting Professor
Director of Global Centre for Tourism
Education & Training
Macao Institute for Tourism Studies

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).



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