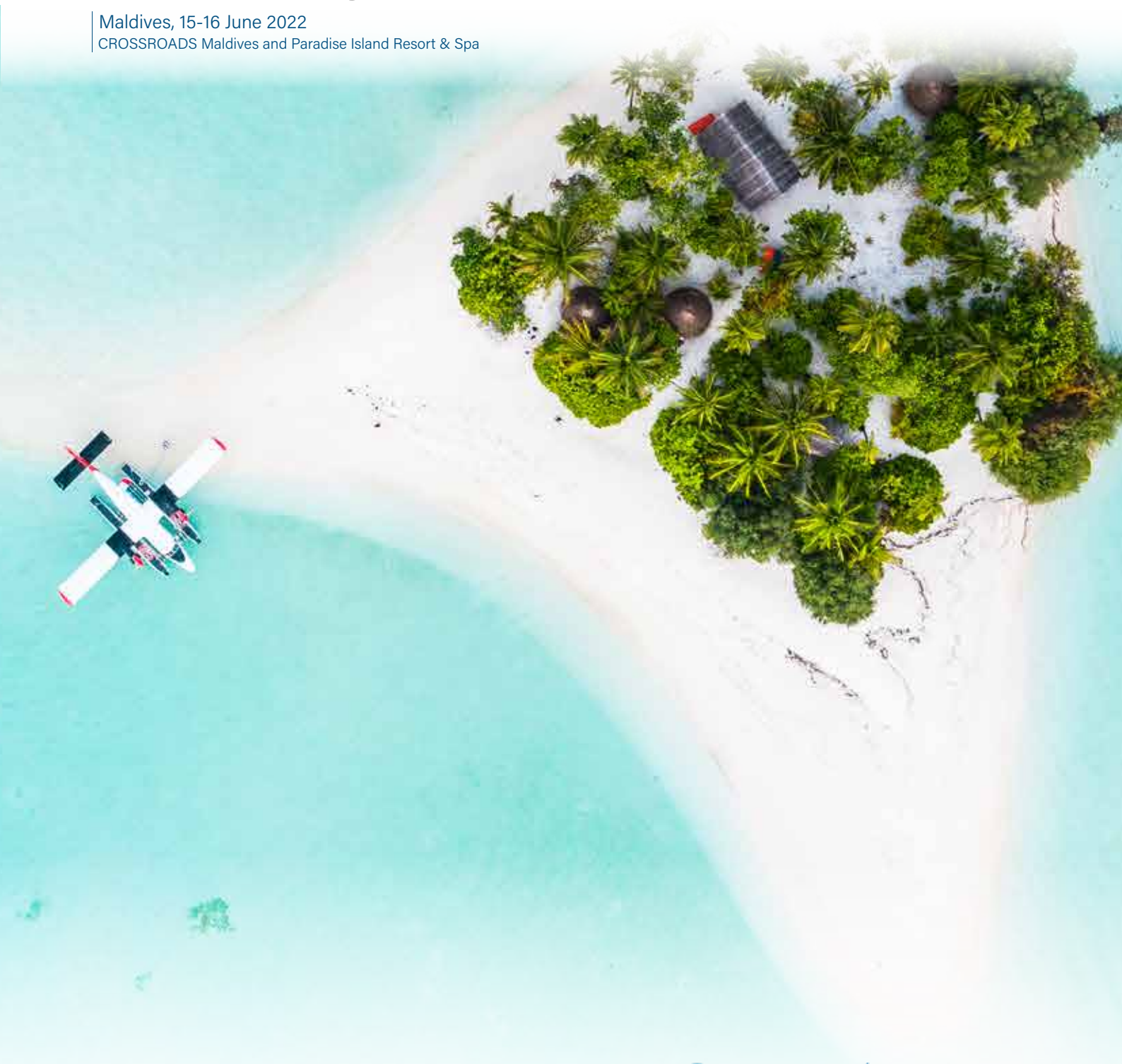




# UNWTO Global Summit on Community-based Tourism

Maldives, 15-16 June 2022

CROSSROADS Maldives and Paradise Island Resort & Spa





# ▶▶▶ Official Messages



H.E. Ibrahim Mohamed Solih  
President of the Republic of Maldives

As we are celebrating the 50th anniversary of Maldivian tourism, I am extremely pleased that we are hosting the UNWTO Global Summit on Community-based Tourism in the Maldives. This year, for the first time, Maldives started a home-stay tourism initiative. Guests can now stay at the homes of local Maldivians where they can enjoy authentic local cuisine, learn the culture and traditions of us Dhivehin, and most importantly contribute meaningfully to the local economy at a community level.

I hope this Summit would be a platform through which tourist destinations can learn and share our experiences with one another on how to make tourism more sustainable, resilient to climate change, and beneficial for local communities. I look forward to welcoming you all to the Maldives and participating in this Summit.



Dr. Abdulla Mausoom  
Minister of Tourism, Maldives

As part of the celebrations of 50 years of tourism in the Maldives, we are delighted to host the UNWTO Global Summit on Community-based Tourism, in association with World Tourism Organization (UNWTO) along with two major administrative meetings of the UNWTO, in the Maldives.

The theme for this summit aligns with the government's efforts on diversification and linking tourism and its benefits to local island communities. This Summit will focus on areas of community-based tourism, such as agro-tourism, gastronomy tourism, eco-tourism which broadens and enhances the product base for the destination as they are fast becoming significant attractions for tourists.

I look forward to welcoming you to the Maldives to attend the Global Summit on Community-based Tourism, one of the key events of the Maldives Golden Year of Tourism.



Mr. Zurab Pololikashvili  
Secretary-General, UNWTO

This is an important year for tourism. After the devastation caused by the pandemic, it is heartening to see light at the end of the tunnel and the return of tourists to both Maldives and destinations everywhere.

UNWTO's statistics show that international tourist arrivals worldwide more than doubled in January 2022 compared to 2021. This is a reflection of the growing confidence of travellers and it gives us reason to be optimistic as we mark the Golden Jubilee celebrations of Maldives' tourism development this year.

It is against the backdrop of the commemoration of these 50 years that we have joined hands with the Government of the Maldives to organize the 34th Joint Meeting of UNWTO's two Asian Commissions here, in conjunction with the Ministerial Roundtable on Tourism Resilience through Innovation and Digitalization in Asia and the Pacific and with the Global Summit on Community-based Tourism.

After an unprecedented crisis, the time is ripe for policymakers and industry leaders to put their heads together to discuss the way forward towards a more sustainable and resilient tourism.

It is my pleasure to invite you to join UNWTO's most important events in Asia in the Pacific in 2022, organised within the framework of Maldives' landmark celebrations.





## ►► The UNWTO Global Summit

The UNWTO Global Summit on Community-based Tourism, jointly organized by UNWTO and the Ministry of Tourism of the Maldives, comes at a critical moment as the major source markets such as the US and Asia have started to open up and an increasing number of destinations are easing or lifting travel restrictions, which contributes to unleashing pent-up demand of the international tourism. The Global Summit is a part of special celebration of the Maldives as the country is commemorating the 50th anniversary of the birth of the Maldives tourism industry. In that half-century the Republic of Maldives has enjoyed many of the benefits of the tourism sector, including job creation, economic diversification and GDP growth. At the same time, the growth of tourism has exposed bottlenecks in the fair and equitable distribution across host communities, including unsatisfactory growth in micro and small enterprises and economic leakages due to a heavy reliance on foreign inputs across the country's tourism value chain. 2022 also marks a time for reflection to learn from good regional practice in inclusive community-based tourism, destination resilience, mainstreaming of sustainable policies and practices, and development of sustainable tourism business models.

In conjunction with the Global Summit on Community-based Tourism, these Golden Jubilee celebrations are complimented by the organization of the 34th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia (34th CAP-CSA) and the Ministerial Roundtable on Tourism Resilience through Innovation and Digitalization in Asia and the Pacific.

### Objectives

Discuss the contribution of community-based tourism to the achievement of sustainable development goals and its accompanying challenges from the different perspectives of the diverse actors beyond the tourism sector

Provide a platform for international, national and local tourism practitioners and policymakers to exchange experiences and ideas on best practices on community-based tourism, in particular focusing on areas related to gastronomy, agriculture and community inclusion in tourism.

Support locally-led projects that have direct benefits for the local community, as well as tourists.

Address the importance of inclusive community-based tourism to stimulate tourism product diversification using the case of the different islands of the Maldives as an example.

### Overview

The Summit will be held for two days from 15-16 June 2022 with three breakout thematic sessions.

#### **Day 1 (15 June 2022)**

Global Summit Opening Session /  
Debate on Community-based Tourism

#### **Day 2 (16 June 2022)**

Thematic Sessions  
Theme 1: Gastronomy Tourism  
Theme 2: Agro-Tourism  
Theme 3: Community-based tourism



## ►► Preliminary Program

**Day 1: 15 June 2022 (Wednesday)**

10:00am to 11:00am @ CROSSROADS Maldives

### Opening Session

- Welcome Remark by H.E. Dr. Abdulla Mausoom, Minister of Tourism, Maldives
- Address by H.E. Mr. Faisal Naseem, Vice President of the Republic of Maldives
- Congratulatory Message by H.E. Mr. Abdulla Shahid, President of the 76th Session of UNGA
- Welcome Remark by Mr. Zurab Pololikashvili, Secretary-General, UNWTO

**Keynote presentation: "Tourists Come and Go, but Residents Stay - Nesting Tourism in the Host Community"**

- by Professor Jafar Jafari, Professor of Hospitality and Tourism at the University of Wisconsin-Stout, USA

Group Photo & Break

## ►► Speakers



**H.E. Mr. Faisal Naseem**  
*Vice President of the  
Republic of Maldives*



**H.E. Mr. Abdulla Shahid**  
*President of the 76th Session of UN  
General Assembly*



**Professor Jafar Jafari**  
*(Keynote Speaker)*  
*Professor of Hospitality and  
Tourism at the University of  
Wisconsin-Stout, USA*

Jafar Jafari is Founding Editor, Annals of Tourism Research; Chief Editor, Tourism Social Science Series; Co-editor, Bridging Tourism Theory and Practice; Co-editor, Encyclopedia of Tourism; Co-Founding Editor, Information Technology & Tourism; Co-Founder, TRINET; Founding President, International Academy for the Study of Tourism; and Founding President, Tourism Intelligence Forum. A cultural anthropologist (PhD, University of Minnesota, USA), with BA (English, University of Isfahan, Iran) and BS and MS (hotel and tourism management, Cornell University, USA), he is the recipient of the 2005 UNWTO Ulysses Prize, with Honorary Doctorates from Universitat de les Illes Balears, Spain, and from Universidad de Las Palmas de Gran Canaria, Spain, Visiting Professor of Sun Yat-sen University (China), Universitat do Algarve (Portugal), University of Isfahan (Iran), Lifetime Honorary Professorship of Bundelkhand University (India), and professor emeritus of University of Wisconsin-Stout (USA).



**H.E. Dr. Abdulla Mausoom**  
*Minister of Tourism  
Maldives*



**Mr. Zurab Pololikashvili**  
*Secretary-General of  
UNWTO*





## High-level General Debate on Community-based Tourism

11:15am to 12:45pm @ CROSSROADS Maldives

- Moderator: Ms. Sharanjit Leyl, International News Journalist

- H.E. Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture, Malaysia
- H.E. Mr. Prem Bahadur Ale, Minister of Culture, Tourism and Civil Aviation, Nepal (tbc)
- H.E. Dr. José Lucas do Carma da Silva Minister of Tourism, Commerce and Industry Timor-Leste (tbc)
- H.E. Ms. Anasha Campbell, Minister of Tourism, Nicaragua
- Ms. Ni Wayan Giri Adnyani, Permanent Secretary, Ministry of Tourism and Creative Economy, Indonesia
- Mr. Thoyyib Mohamed, CEO & Managing Director, Maldives Marketing and Public Relations Corporation (MMPRC)
- Mr. Nguyen Trung Khanh, Chairman, Viet Nam National Tourism Administration, Viet Nam
- Mr. Abubacarr Camara, Director General, Gambia Tourism Board
- Ms. Zoritsa Urosevic, Executive Director, UNWTO
- Ms. Catherine Haswell, UN Resident Coordinator for the Republic of Maldives
- Ms. Liz Ortiguera, Pacific Asia Travel Association (PATA)

## ►► Moderator



**Ms. Sharanjit Leyl**  
*International News Journalist*

Ms. Sharanjit Leyl is a Singaporean producer and presenter for BBC World News. She regularly anchors Asia Business Report and Newsday from the BBC's Singapore studio. She is also a reporter and producer on these shows along with World Business Report. She has filed reports for radio on the BBC World Service business and arts programmes and written features for BBC news online. Sharanjit began her broadcasting career at the Canadian Broadcasting Corporation in 1997. While there she reported for the award-winning show The Pacific Rim Report. Her noteworthy interviews include heads of state ranging from Thailand, Pakistan, the Philippines, New Zealand, and East Timor, former prime ministers of Australia, Malaysia and Singapore, presidents of the World Bank and the IMF, and chief executives and chairpersons from various Fortune 500 companies ranging from Microsoft to Walmart.

## ►►► Speakers



**YB Dato' Sri Hajah Nancy Shukri**  
*Minister of Tourism, Arts and Culture, Malaysia*



**H.E. Mr. Prem Bahadur Ale**  
*Minister of Culture, Tourism & Civil Aviation, Nepal*



**H.E. José Lucas do Carma da Silva**  
*Minister of Tourism, Commerce and Industry, Timor-Leste*



**H.E. Ms. Anasha Campbell**  
*Minister of Tourism Nicaragua*



**Ms. Ni Wayan Giri Adnyani**  
*Permanent Secretary  
Ministry of Tourism and Creative Economy, Indonesia*



**Mr. Thoyyib Mohamed**  
*MD & CEO, Maldives Marketing & PR Corporation (MMPRC)*



**Mr. Nguyen Trung Khanh**  
*Chairman, National Tourism Administration, Viet Nam*



**Mr. Abubacarr Camara**  
*Director General  
Gambia Tourism Board*



**Ms. Zoritsa Urosevic**  
*Executive Director  
UNWTO*



**Ms. Catherine Haswell**  
*UN Resident Coordinator for the Republic of Maldives*



**Ms. Liz Ortiguera**  
*CEO  
Pacific Asia Travel Association*





## Day 2: 16 June 2022 (Thursday)

### Thematic Session 1: Gastronomy Tourism

10:00am to 12:30pm @ CROSSROADS Maldives

Opening Remark by Mr. Assad Riza, Deputy Minister of Tourism, Maldives

#### Keynote presentations

- *'Enhancing the Tourism Experience through Gastronomy in the Maldives'*  
by Ms. Mariyam Noordeen, President, Chefs Guild of Maldives
- *'Redefining Malaysian Food as a Source of Gastronomic Tourism'*  
by Dr. HJ. Mohamad Abdullah, Rector, University Technology MARA, Malaysia

#### Break

#### Panel Discussion

Moderator: Mr. Peter Semone, UNWTO Consultant

- Mr. Abdulla Sobah, Chef de cuisines, Soneva fushi Maldives
- Mr. Chris Seek, USAID Climate Adaptation Project Tourism Advisor
- Dr. Zakiyya Moosa, Dean, Centre for Research and Innovations, Avid. College, Maldives
- Mr. Alex Rainer, Director, Government & Destinations Relations, Amadeus

## ►► Moderator



#### Mr. Peter Semone

*UNWTO Consultant, Destination Human Capital Ltd, Timor-Leste*

He has been actively engaged with the Pacific Asia Travel Association (PATA) since the mid-1990's, serving as Chairman of the PATA Foundation Board of Trustees and the Education and Training Committee. Peter was also a member of the PATA Executive Board, Board of Directors and several Task Forces. He is a founding member of the PATA Lao PDR Chapter and the Young Tourism Professionals program, and from 2002-2006 held the post of PATA Vice President at the Association's Headquarters.

Early in his career, Peter founded a destination management company in Indonesia, where he also participated in several tourism start-ups. He is widely published in peer-reviewed journals on topics related to tourism marketing and destination human capital.



# Speakers



**Dr. HJ. Mohamed Abdullah** (*Keynote Speaker*)  
*Rector, University Technology MARA, Malaysia*

Professor Dr. Hj. Mohamad Abdullah Hemdi is the Rector of Universiti Teknologi MARA (UiTM) Kedah Branch, Malaysia. Prior to the current appointment, he was the Dean of the Faculty of Hotel and Tourism Management UiTM, Malaysia (2012 – 2018) and a Professor of Hospitality Human Resource Management. On scholarly contributions, Prof. Hemdi was the Panel Experts Chairman for the development of Guidelines to Good Practices: Work-Based Learning (GGP: WBL) quality assurance document for Malaysian Qualification Agency (MQA). He was also the Deputy Chairman for the development of Guidelines for Implementation of 2u2i Mode of Study (an industry curriculum mode of study) for the Ministry of Higher Education (MOHE), Malaysia. Prof. Hemdi is also the Panel Experts Chairman for the development of the Program Standards for Hospitality and Tourism Management as well as panel expert members for the development of Code of Practice for TVET Program Accreditation (COPTPA) for MQA. Prof Hemdi has been appointed as a Member of Accreditation Committee for MQA for humanities and social science cluster for the past eight years. He is also an Executive Committee Member for PATA (Pacific Asia Tourism Association) Malaysia Chapter, an active member of Tourism Educators Association of Malaysia (TEAM) and a HRDFcorp Certified Exempted Trainer. Prof. Hemdi is an active researcher and has published a number of articles in high impact journals and conferences in the area of hospitality and tourism management, human resource management, employee attitudes and outcomes, tourism economic, technology and education. Prof. Hemdi was awarded the Best Professor in Hospitality and Tourism Management (Education Leadership) by The Golden Globe Tigers Award 2018.



**Ms. Mariyam Noordeen** (*Keynote Speaker*)  
*President of Chefs' Guild of Maldives*

Ms. Mariyam Noordeen is the founder and the president of Chefs' Guild of Maldives (CGM), a member of World Association of Chefs Society and the Managing Director of TrainingWorks Innovation Private Limited. She holds a Bachelor of Philosophy in Hospitality Management and a Master of Arts in Hospitality Management from University of Birmingham. Mariyam has extensive experience of over 25 years in the field of Tourism and Hospitality, especially in Training and Development. Ms. Noordeen was the former Dean of Faculty of Hospitality and Tourism Studies at the Maldives College of Higher Education. She trained and mentored over 4000 students. Through CGM, she continues to advocate for the fostering of friendships among culinary professionals, inspire youth and help them carve successful careers in the tourism industry.



**Mr. Abdulla Sobah**  
*Chef de Cuisine, Soneva Fushi, Maldives*

Chef Sobah is one of the most acclaimed Chefs in the Maldives. He is the Vice President of Chefs' Guild of Maldives. In 2015 he took top honors at an International Culinary Event by winning the 'Best Chef in the Maldives' Award. The talented Chef also scooped numerous other awards at the event, including the Best Chef in the Maldives (Maldivian category); Best Chef (International category). National Award of Recognition in the area of Tourism in 2015 (promotion of culinary arts) and Best Chef in Maldives 2015. Sobah learnt to cook at the Faculty of Hospitality and Tourism Studies in the Maldives. He specializes in preparing Maldivian, Sri Lankan, Vietnamese, and Thai food using skills he learnt while living and working in those countries. He is famed for his Maldivian cuisine, which uses healthy, natural and fresh ingredients to produce clean flavors.





**Mr. Chris Seek**

*USAID Climate Adaptation Project Tourism Advisor*

Chris Seek is a sustainable tourism and marketing specialist with over 20 years' experience assisting tourism, conservation, and development organizations, harness the power of sustainable tourism to support biodiversity conservation, cultural heritage preservation, and the well-being of local residents. Chris is the CEO of Solimar International, one of the world's leading sustainable tourism development firms that has implemented over 200 projects totaling \$150 million in grants and contracts. Chris is also an executive in residence and assistant tourism professor at George Washington University and owns the Inn & Tavern at Meander, a bed and breakfast in Virginia.



**Dr. Zakiyya Moosa**

*Dean, Centre for Research and Innovations, Avid College, Maldives*

Dr. Zakiyya Moosa is the Dean of Centre for Research and Innovations at the Avid College Maldives. She has been working in the hospitality sector since 1995. Skilled in Hospitality and Tourism, Dr. Zakiyya is an experienced educator with a history of working in higher education. She attained Doctor of Philosophy in Hospitality and Tourism in 2020 from Taylor's University, School of Hospitality, Tourism and Culinary Arts, Malaysia. For most part of her professional career, she has worked as a lecturer/trainer at the Faculty of Hospitality and Tourism Studies of the Maldives National University. She has contributed greatly to the development of competency standards and curriculum for the hospitality training in the Maldives.



**Mr. Alex Rainer**

*Director, Government & Destinations Relations, Amadeus*

Alexander Rayner is Director Government and Destination Relations at Amadeus, and is also Special Advisor to Positium, an Estonian company specialising in Mobile Positioning Data, and Chief Executive Officer at SmartData.travel that specialises in developing data-driven decision making in the travel and tourism sector.

After starting his career with IBM Australia in marketing and finance, Alex then gained over 30 years of experience in the travel and tourism sector across operational, marketing, policy and strategy roles with the United Nations, Associations, Governments, and the Private sector. At UNWTO, Alex started the eTourism programme of work which included the development and management of a Public Private Partnership with Microsoft. At PATA, he created PATAmPOWER software platform that aggregates data about the Asia Pacific visitor economy. With the APEC Tourism Working Group Alex was responsible for the project to "Develop Air Connectivity in the APEC region".

Alex is a graduate from the University of Technology, Sydney, Australia, has served on the World Economic Forum (WEF) Global Future Council on New Models for Travel and Tourism, is an active WEF Expert Network member, and is currently undertaking the "Competing in the Age of AI" Program at Harvard Business School.





## Day 2: 16 June 2022 (Thursday)

### Thematic Session 2: Agro-Tourism

10:00am to 12:30pm @ Paradise Island Resort & Spa

Opening Remark by Mr. Ahmed Athif, Deputy Minister of Tourism, Maldives

Keynote presentations:

- 'Agro-Tourism in the Maldives Setting'  
by Dr. Hussain Rasheed Hassan, Minister of Fisheries, Marine Resources & Agriculture, Maldives
- by Ms. Sanchita Basu Das, Economist, Regional Cooperation and Integration Division, Southeast Asia Department, ADB

Break

Panel Discussion

Moderator: H.E. Hassan Sobir, Ambassador of the Republic of Maldives to Japan

- Dr. Aminath Shafia, Permanent Secretary, Ministry of Fisheries, Marine Resources & Agriculture, Maldives
- Ms. Ingrid Kuman, Director, Policy and Planning Division, Papua New Guinea Tourism Promotion Authority
- Mr. Hiroyuki Kitagawa, President/CEO, JTB Asia Pacific Headquarters
- Dr. Mohamed Shiham Adam, Director of Science and the Maldives, International Pole and Line Foundation

## Moderator



### H.E. Hassan Sobir

*Ambassador of the Republic of Maldives to Japan*

H.E Hassan Sobir is the Ambassador of the Republic of Maldives to Japan since March 2022. Prior to being appointed to this position, he was serving as the Ambassador of Maldives to Belgium, Netherlands & Luxembourg Mission to the European Union. With extensive experience and expertise in diplomatic and foreign relations, Ambassador Sobir has also served as a member of Cabinet of the Government of the Republic of Maldives for 11 years. He was the Minister of Fisheries & Agriculture from 1993 till 1998 and from 1998 till 2004 he served as the Minister of Tourism. He also served as a member of Parliament from 1999 till 2004. Hon. Hassan Sobir has played key roles in various economic institutions in the Maldives including the Maldives Monetary Authority (the central bank), and regional institutions such as SAARC and the International Fund for Agriculture Development (IFAD). Ambassador Sobir holds a Master of Business Administration (MBA) from University of South Australia, Adelaide, Australia.



# Speakers



**Dr. Hussain Rasheed Hassan** (*Keynote Speaker*)  
*Minister of Fisheries, Marine Resources & Agriculture of Maldives*

Dr Hussain Rasheed Hassan, is Minister of Fisheries, Marine Resources and Agriculture of Maldives. With extensive knowledge and experience, Dr. Hussain is responsible for the development and sustainable management of fisheries, marine resources and agriculture in the Maldives. Dr. Hussain holds a Doctorate of Philosophy in International Production and Trade in Principle Market Tunas, from the University of Portsmouth, UK. As an academic, Dr. Hussain worked as a researcher and as a lecturer at the University of Portsmouth, between 1997 and 2001, and he served as the President of the College Council of the Kulliyathul Dhiraasathul Islamiyya, the College of Islamic Studies, which is now the Islamic University of Maldives, between June 2011 and November 2013.



**Dr. Sanchita Basu-Das** (*Keynote Speaker*)  
*Economist, Economic Research and Regional Cooperation Department, Asian Development Bank (ADB)*

Sanchita Basu-Das is an economist at the Regional Cooperation and Integration Division of the Economic Research and Regional Cooperation Department of ADB. She contributes to the division's flagship publication, namely the Asian Economic Integration Report, and other knowledge products. She also supports the ASEAN regional forum. Her core research interests include regional cooperation and initiatives related to them, such as trade, logistics, industrial corridors, tourism, digital economy, institutions, and others. Sanchita joined ADB in November 2018 and served as an economist in the South Asia Regional Department, processing loans/ grants, implementing technical assistance projects and leading operationally relevant analytical studies.

Prior to joining the ADB, Sanchita was the Lead Researcher for Economic Affairs at the ASEAN Studies Centre of ISEAS-Yusof Ishak Institute, Singapore. She was concurrently a Fellow of the Regional Economic Studies Program, coordinator of Singapore APEC Studies Centre and a co-editor of Journal of Southeast Asian Economies (JSEAE), all housed under the same institute. Sanchita earned her PhD in International Political Economy from Nanyang Technology University, Singapore, and her Masters in Economics and Business Management from the University of Delhi and the National University of Singapore respectively.



**Dr. Aminath Shafia**  
*Permanent Secretary, Ministry of Fisheries, Marine Resources & Agriculture, Maldives*

Dr. Aminath Shafia is the Permanent Secretary of the Ministry Fisheries, Marines Resources and Agriculture of Maldives. She is responsible for the management of the human and financial resources to deliver the Government's policies to improve the life and wellbeing of fisheries, marine resources and agriculture communities and businesses outline in the Strategic Action Plan. She completed her Bachelor's Degree in Agriculture from the University of South Pacific and a Master's Degree in Plant Pathology, from University of Sydney, Australia. She graduated with a Master of Science in Environmental Biology from University of Guelph, Canada and completed her Doctor of Philosophy in Plant Science from the University of Reading, UK in 2009. With over 25 years of experience, she has extensive knowledge in agriculture policy, planning and management. Her exposure into development and management comes from her experience in coordinating for International Development Agencies such as IFAD and FAO as well as her 25+ years of experience in the Government. In the latter half of her career, she was engaged in policy and planning of food systems.





**Ms. Ingrid Kuman**

*Director, Policy and Planning Division, Tourism Promotion Authority, Papua New Guinea*



**Mr. Hiroyuki Kitagawa**

*President/CEO, JTB Asia Pacific Headquarters*

Mr. Hiroyuki Kitagawa is the President and CEO of JTB Pte Ltd / JTB Asia Pacific Headquarters, which is based in Singapore. He is responsible for providing services to customers traveling from Japan and assisting customers traveling from Singapore to Japan and the rest of the world, utilizing his extensive knowledge and experience. From 2019 to 2021, he was President and CEO of JTB Hawaii, Inc., as well as President and Chairman of the Japan Hawaii Travel Agents Association, Director of THE AMERICA-JAPAN SOCIETY, INC., Director of the Chamber of Commerce, and President of the Honolulu Festivals Foundation, and was instrumental in economic and cultural exchange between the United States and Japan. He has also been involved in environmental issues. JTB Hawaii, Inc. was the first private company in the State of Hawaii to introduce electric buses. He has also worked to achieve sustainable tourism by investing in local renewable energy companies.



**Dr. Mohamed Shiham Adam**

*Director of Science and the Maldives, International Pole and Line Foundation*

Shiham is a founding Trustee of IPNLF and oversees the IPNLF's Maldives Programme and team. Following completion of a post-doctoral position at University of Hawai i at Mānoa, he returned to the Maldives to rejoin the MRC (now Marine Research Centre) as Director of Fisheries. He was Director General from 2005 until his early retirement at the end of 2019. Shiham was instrumental in advancing the Maldives' position and influence in IOTC following Maldives pole-and-line skipjack MSC Certification. He was chair of IOTC-Working Party of Tropical Tuna (2015-2018) and Vice-Chair of the Scientific Committee (2016-2019). Shiham holds degrees from the University of Newcastle upon Tyne, University of Wales, and a PhD from Imperial College, University of London.







## Day 2: 16 June 2022 (Thursday)

### Thematic Session 3: Community-based Tourism

10:00am to 12:30pm @ Paradise Island Resort & Spa

Opening Remark by Dr. Naushad Mohamed, Deputy Minister of Tourism, Maldives

#### Keynote Presentations

- *'Cultural Tourism and Creative Economies: The Road to a Sustainable Future'*  
by Ms. Yumna Maumoon, Minister of Arts, Culture & Heritage
- by Mr. Enrico Gaveglia, UNDP Resident Representative in Maldives

#### Break

#### Panel Discussion

Moderator: Sandra Carvao, UNWTO

- Mr. Dae-Kwan Kim, President, Korea Culture & Tourism Institute
- Mr. Ahmed Nazeer, Secretary General, Maldives Association of Tourism Industry (MATI)
- Dr. Rajashree Ajith, Director, Kerala Institute of Tourism and Travel Studies
- Ms. Yolanda Perdomo, Senior Tourism Strategist, ICF
- Mr. Christopher Cocker, CEO, Pacific Tourism Organisation (SPTO)

## Moderator



#### **Sandra Carvao**

*Chief, Market Intelligence & Competitiveness, 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

# Speakers



**Ms. Yumna Maumoon** (*Keynote Speaker*)  
*Minister of Arts, Culture & Heritage, Maldives*

Ms. Yumna Maumoon, is the Minister of Arts, Culture and Heritage of Maldives. She has served in various government posts in the past with her latest government portfolio being the Deputy Minister of Education. As the Deputy Minister of Education, she was in-charge of the Department of Heritage as well as the Maldives National Center for Linguistics and Historic Research and has contributed greatly to the development of the Maldives National Museum as well as worked on various awareness campaigns on preservation of cultural and historical landmarks in the Maldives. She holds a Bachelor of Arts in Oriental Studies (Arabic and Persian) from Oxford University and Master of Arts in English-Arabic Applied Linguistic and Translation of Oriental and African Studies from the University of London. She has always been passionate and put her utmost importance in conserving and preserving the intangible and tangible heritage of the Maldives.



**Mr. Enrico Gaveglia** (*Keynote Speaker*)  
*UNDP Resident Representative in Maldives*

Mr. Enrico Gaveglia, an Italian national, is an experienced development professional with over 16 years of work experience in the United Nations system. Between 2016 and 2021 he has served as the Deputy Resident Representative of UNDP in the Philippines. Between 2010 and 2016 he has been the Deputy Country Director for UNDP in Sri Lanka and Cambodia. Between 2005 and 2010, he was the Head of the Trust Fund Management Unit in UN and UNDP Sudan. As UNDP country office senior manager Mr. Gaveglia has offered his support to Governments, the UN system and UNDP in several capacities across regions in aid of countries and offices in transformation and complex development settings including crisis and post conflict. Mr. Gaveglia is a regular outposted resource of UNDP Bureau of Management, Crisis Bureau, an innovation advocate for the UNDP Asia Pacific Regional Innovation Center and has lived the last 11 years in the Asia Pacific Region. Prior to UNDP, Mr. Gaveglia has worked for over five years with the European Union in the former regional Delegation to India, Bhutan, Sri Lanka, Nepal and the Maldives, as well as in the European Agency for Reconstruction in Montenegro and North Macedonia. He has started his career as Lieutenant in the Italian Ministry of Defense in 1999 and he holds a master's degree in economics from the University of Florence, Italy.



**Mr. Dae-Kwan Kim**  
*President, Korea Culture & Tourism Institute*

Dae-Kwan, Kim, president of the Korea Culture and Tourism Institute, is a Ph.D. in Leisure and Tourism and a Professor in the College of Hotel & Tourism Management at Kyung Hee University. He served as the Dean of College of Hotel and Tourism Management and the Dean of Graduate School of Tourism in the same University. President Kim was a director General of the Tourism and Leisure City Bureau at the Ministry of Culture, Sports, and Tourism. Also, he served as a board member of the Korea Tourism Organization. As an expert in the international tourism field, President Kim has represented the Korean government and has worked as a consultant in various organizations, including UNWTO, APEC-TWG, and OECD Tourism Committee. He is interested in community based tourism, sustainable Tourism, MICE and cultural Tourism.



**Mr. Ahmed Nazeer**  
*Secretary General, Maldives Association of Tourism Industry, MATI*

Mr. Ahmed Nazeer is a prominent businessman and a philanthropist who has served both the Government and the private sector. Prior to forming his own company in 1983 he worked for the Government of Maldives in various senior level jobs. In 1983 he joined the private sector by forming Crown Company Private Limited along with 3 other shareholders. Crown Company is a highly successful business entity in the Maldives especially in the tourism sector who developed properties like Conrad Maldives, etc. Besides resort business, Crown Company is involved in finance and healthcare.

Mr. Nazeer is currently serving as the Secretary General of MATI (Maldives Association of Tourism Industry). A role which he has filled for the past decade. Mr. Nazeer also served on the board of Maldives Monetary Authority, Maldives Marketing and Public Relations Corporation and Maldives Airports Company Limited.





**Dr. Rajashree Ajith**

*Director, Kerala Institute of Tourism and Travel Studies, India*

Dr. Rajashree Ajith from India, is currently the Director of Kerala Institute of Tourism and Travel Studies (KITTS), an Autonomous, Academic Institution under Department of Tourism, Government of Kerala, India. She graduated in Civil Engineering and took a Doctoral Degree in Management. She has served as Top Level executive in major Government Departments and Organizations. Under her able leadership KITTS has obtained the position of an Affiliate Member and became the Director Board of Affiliate Member of UNWTO for the period 2022-25. As an eminent personality and a visionary Director of KITTS, Dr. Ajith took earnest efforts to bring the Institute to be an implementing agency of Responsible Tourism for Department of Tourism, Govt of Kerala during her tenure. In 2013, Responsible Tourism initiative at Kumarakom, Kerala won the prestigious UNWTO Ulysses Awards for Innovation in Public Policy and Governance. In addition to this, she took KITTS to receive the PATA CEO Challenge Award in 2015 in the category Second Tier/Third tier, on behalf of Department of Tourism, Government of Kerala for Responsible Tourism destination of Thekkady, Kerala



**Ms. Yolanda Perdomo**

*Senior Tourism Strategist, ICF*

Yolanda is an expert in sustainable destination management, product development, marketing, tourism intelligence, and governance, with over 20 years of professional experience in the tourism sector worldwide. She has worked in senior positions in both the public and private sectors. Prior to joining ICF,, Yolanda served as the director of affiliate members for the United Nations World Tourism Organization (UNWTO), and as the deputy minister of tourism and CEO of the Tourism Board in Spain's Canary Islands. She's also worked as an international advisor and consultant to the industry in 30 countries, on four continents, and with stakeholders at all levels.



**Mr. Christopher Cocker**

*CEO, Pacific Tourism Organisation (SPTO)*

Chris hails from the Kingdom of Tonga and is currently the Chief Executive Officer of the Pacific Tourism Organisation (SPTO), a position he has occupied since 2016. Having previously worked for a number of regional organizations including The Pacific Community (SPC), Pacific Cooperation Foundation (PCF), Pacific Trade & Invest (PT&I) and World Wildlife Foundation (WWF) – Pacific, Chris has extensive experience in tourism and strengthening trade and investment opportunities in the Pacific. As a proud Pacific Islander, Chris is a passionate advocate of sustainable tourism development in the region.





## ▶▶ About the Maldives

**The Maldives** is an island nation in the Indian Ocean to the southwest of India and Sri Lanka that spans across the equator, comprising of 1192 islands grouped into a double chain of 26 atolls, with a population of approximately 540 thousand people scattered across the length of the country. Each island is surrounded by white sandy beaches, crystal-clear lagoons, and fenced by coral reefs which are home to a diverse range of colorful marine species. The islands lie just 1.5 meters above sea level. While the country covers an area of approximately 90,000 square kilometers, only 298 square kilometers of that is dry land. Out of the 1192 islands, 170 islands are specially designated and developed as tourist resorts.

The Maldives is among the first countries that fully opened its border to tourists after the COVID-19 pandemic. It has been exemplary in its resilience and ability to recover from the pandemic. In 2021, visitor arrivals reached more than 80 percent of pre-COVID levels, far outpacing other similar tourist destinations. With its exemplary approach towards COVID management and destination promotion, the Maldives was crowned, *World's Leading Destination Award* by the World Travel Awards in 2020 and 2021.





**CROSSROADS Maldives**, is the stunning Emboodhoo Lagoon, encompassing the neighboring group of islands. It is located in the North Male' Atoll (Kaafu or K. Atoll). This property is 8 kilometres away from the main international airport, Velana International Airport. It can be reached via speedboat in approximately 15 minutes. It has three islands connected, the *Saii Lagoon*, *Hardrock Hotel* and the *Marina*. Accommodation is available from Saii Lagoon and Hardrock Hotel.

## ▶▶▶ Event Venues



**Paradise Island Resort and Spa** is a 5-star resort in the Maldives run by local management.

Paradise Island Resort and Spa, which is located in the north Male' Atoll (Kaafu or K. Atoll), is 6 kilometers away from the main international airport, Velana International Airport. It can be reached via speedboat in approximately 20 minutes.





See you in Maldives... *the Sunny Side of Life!*



For more information, visit <https://www.gsct2022maldives.com>