



澳門旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA DE MACAU
Macao Institute for Tourism Studies

In collaboration with



IFTM Global Centre for Tourism Education and Training
14th Training Programme in Collaboration with UNWTO

Capacity Building for Sustainable Tourism Through the Meetings Industry

5 – 7 December 2022

Background Information

Background



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The meetings industry has many synonyms, ranging from ‘business events’ to the ‘conferences sector’, commonly referred to ‘the MICE industry’ in Asia and ‘the MEEC industry’ in the Americas, or sometimes just commonly called the ‘exhibitions industry’. Despite the diverse names given to the meetings industry, the impressions on one’s mind typically involve people in suits discussing business ideas in a meeting room, giving important presentations in a large auditorium or engaging in negotiations at huge exhibition centres. But the meetings industry also involves many other types of events such as variety shows and performances, team building and training activities, incentive experiences and catered events such as gala dinners and themed nights.

The 3-day training begins with a wider, strategic-level of topics involving considerations in organising and bidding events for a destination. It then moves on to operational topics which influence the feasibility and outcomes of business events. Investing in the meetings industry is both a financial and environmental – and sometimes social commitment of authorities involved in a destination tourism development. This programme aims to shed light on perspectives related to developing the meetings industry as part of a destination’s tourism portfolio, one that attracts local, regional and international delegates.

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

Day 1: Selecting Event Destination

Day 2: Utilising Limited Event Resources

Day 3: Event Organisation in Modern Times

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:

- Describe and explain how destinations use the meetings industry as part of its economic strategy, particularly involving both the tourism and events sector;
- Compare and contrast how to create unique destination image using events to create positive economic, social and environmental outcomes;
- Develop a sustainable tourism strategy through components within the meetings industry that align with the United Nations Sustainable Development Goals; and
- Learn from case studies and experiences by speakers and participating member states on utilising the meetings industry as part of their destination tourism strategy.

Programme Format



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Dates: *5 – 7 December 2022*
Time: *1630 – 1830 (Macao time GMT+8)*
Delivery Platform: Zoom.us
Language: English
Certificate Recognition:

In order to receive an **IFTM-UNWTO Certificate of Participation**, 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)

Registration & Connection to the Webinar



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

<https://limesurvey.ift.edu.mo/survey/index.php?r=survey/index&sid=492618&lang=en>

[REGISTRATION](#)

(Registration deadline: 30 November 2022)



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

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

The Zoom meeting link will be open 10 minutes before start of the training.

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 following each session. You will be forwarded a web-link after each webinar

Programme Topics



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Date	Topic	Presenter	Moderator
5 Dec 2022 (Monday) <u>Selecting Event Destination</u>	<ul style="list-style-type: none"> Opening Remarks 	IFTM and UNWTO representatives	
	<ul style="list-style-type: none"> Creating the right conditions of an event destination for business events 	Dr Sherry Tan Assistant Professor Macao Institute for Tourism Studies	Prof Wilco Chan Visiting Professor Vice-Director, Global Centre for Tourism Education and Training, Macao Institute for Tourism Studies
	<ul style="list-style-type: none"> Lessons from bidding international business events for Macao 	Ms Synthia Chan Chairperson Macao Fair and Trade Association	
6 Dec 2022 (Tuesday) <u>Utilising Limited Event Resources</u>	<ul style="list-style-type: none"> Diversifying a destination image through business events 	Dr Hazel Xu Assistant Professor Macao Institute for Tourism Studies	Dr Joe Zhou Assistant Professor Macao Institute for Tourism Studies
	<ul style="list-style-type: none"> Lessons on organising unusual business events 	Ms Paulina Pereira Che Vice President Convention and Exhibition Sands China Limited	
7 Dec 2022 (Wednesday) <u>Event Organisation in Modern Times</u>	<ul style="list-style-type: none"> Finding a host for international conferences: perspectives from the organiser 	Dr Julie Whitfield Senior Lecturer Bournemouth University	Dr Ubaldino Couto Lecturer Macao Institute for Tourism Studies
	<ul style="list-style-type: none"> Lessons from organising hybrid events: the case of ICE2021 	Prof Brendon Knott Associate Professor Cape Peninsula University of Technology	
	<ul style="list-style-type: none"> Closing Remarks 	IFTM and UNWTO representatives	



Presenter:



Dr Sherry Tan
Assistant Professor
School of Hospitality Management
Macao Institute for Tourism Studies

Dr. Xiuchang (Sherry) TAN is an assistant professor at Macao Institute for Tourism Studies (IFTM) in Macao. Her research interests include event management, destination branding, tourist behavior, heritage and culture. Her publications appear on *Tourism Management*, *Journal of Vacation Marketing*, *International Journal of Contemporary Hospitality Management*, *Tourism Management Perspectives* and *Event Management*. She also has been actively involved in consultancy projects in the areas of service quality, tourism market and tourist behavior, event management, human resource development for Macao Government Tourism Office, Macao Trade and Investment Promotion Institute, Cultural Affairs Bureau of Macao SAR Government, Talents Development Committee of the Macao SAR Government.

Topic: Creating the right conditions of an event destination for business events



Presenter:



Ms Synthia Chan
Chairperson
Macau Fair and Trade Association

Synthia Chan is the Chairperson of the Macau Fair and Trade Association and the Director of Business Development at Macau Tower Convention & Entertainment Centre. She has an extensive background in events, sales and business development; an expert in catering, budgeting, food and beverage, event planning, and hotel management. Synthia began her career in the leisure, travel and tourism industry after obtaining her joint degree Bachelor of Business Administration (B.B.A.) in Hotel, Motel Administration and Management from University of Massachusetts, Amherst, United States and International Colleges of Hospitality Administration (ICHA), Switzerland. She is highly experienced in the meetings industry, organised a number of significant events, including the mastermind behind the bidding of UFI Asia-Pacific Conference in Macao. Synthia obtained the prestigious Exhibitions Management Degree certification from UFI The Global Association of the Exhibition Industry. She represents MFTA in various UFI events such as association committee meeting, UFI Global Exhibition Day, etc. She is also the Past President of the Rotary Club of Macau, an initiative very close to her heart in serving the community, and currently holding various positions at Club and District Levels.

Topic: Lessons from bidding international business events for Macao



Moderator:



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

Professor Chan specialises 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 academia, 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.



Presenter:



Dr Hazel Xu
Assistant Professor
School of Hospitality Management
Macao Institute for Tourism Studies

Dr Yueying Hazel Xu is an assistant professor at the Macao Institute for Tourism Studies. Dr. Xu earned her PhD in Tourism and Hospitality Management from Virginia Tech in the U.S. in 2009. She teaches courses in the subjects of event management, marketing management, and research methods. Her research interests are in tourist consumer behaviors, marketing for hospitality and tourism, and event management. She has published articles with leading journals including *Tourism Management*, *International Journal of Hospitality Management*, *Event Management*, and *International Journal of Contemporary Hospitality Management*. She has also led a few consultancy projects in tourism and event for the Macao government agents.

Topic: Diversifying a destination image through business events



Presenter:



Ms Paulina Pereira Che
Vice President
Convention and Exhibition
Sands China Limited

Paulina Pereira Che is the Vice President of the Conventions & Exhibitions of Sands China Limited, a Las Vegas Sands Corporation subsidiary. She leads the Operations team across 3 properties in Macao - The Venetian Macao, Parisian Macao, and The Londoner Macao. She also led a Task Force that created, set up, and trained the Conventions & Exhibitions Department of Marina Bay Sands Singapore.

With close to 20 years of experience in the Conventions and Exhibitions industry, Paulina has over 300 domestic and international conferences and expos under her belt and counting. She is armed with many firsts for Macau's large-scale events and is passionate in finding ways to expand and develop the MICE industry.

Her projects include the event execution of the grand openings of The Venetian Macao, The Four Seasons Hotel, Sands Cotai Central Phase 1 & 2, The Parisian Macao, the first International Indian Film Awards, and the first large-scale Pharmaceutical Group Convention, all of the MIF, MITE, MIECF, G2E and many more. She also contributed to the successful production of company brand events such as the 2018 & 2019 Black Pearl Awards ceremonies, 2018 Sands Macao Fashion Week, and Sands 15th Anniversary celebrations.

Paulina is also an advocate of environmental protection and actively supports and promotes building sustainable events, projects that forward the industry and other initiatives for creating a greener Macau and achieving net-zero emissions in the near future.

Topic: Lessons on organising unusual business events



Moderator:



Dr Joe Zhou

Assistant Professor

*School of Hospitality Management
Macao Institute for Tourism Studies*

Dr Joe Yong Zhou is an assistant professor at the School of Hospitality Management at the Macao Institute for Tourism Studies. He started his career in the hotel industry after completing his bachelor's degree in Tourism Management. Thereafter, he studied Tourism Planning (MSc), conducted academic research in tourism, and obtained his Ph.D. degree in event impact analysis. Joe teaches a variety of tourism courses at both undergraduate and graduate levels and supervised graduate dissertations. He pursues research in the fields of tourism impact analysis, MICE and event management, destination development, and tourist behavior analysis.



Presenter:



Dr Julie Whitfield
Senior Lecturer
Bournemouth University

Dr Julie Whitfield joined Bournemouth University in 2005 and is the Post Graduate Programme Leader for Events Managements. She is a senior lecturer in Conference & Events Management in the Department of Sports and Events, Bournemouth University Business School. Prior to joining Bournemouth University, she lectured at the Institute for Tourism Studies, Macau, China; IHTTI School of Hotel Management, Neuchâtel, Switzerland and at Mahidol University International College, Bangkok. This has given Julie extensive experience of teaching international students in a wide range of cultures and international environments. Julie gained her Ph.D. from Bournemouth University in 2005. Her Ph.D. was entitled 'An analysis and critique of an evolving conference industry within the U.K'. Julie's research focuses predominantly on the UK conference sector. Areas of interest include greening conferences; Environmental initiatives; Corporate social responsibility. Her latest publication was on 'The use of single use plastics in the conference sector'.

Not only is Julie's PhD related to conferences and she lectures in conference tourism, but Julie also organises international conferences. Julie is the Co-Founder of the (ICE) International Conference for Events: Making Waves in Events Management. The ICE conference debate the way in which we undertake events management research, pedagogy, policy, and practice and to inspire more research within the events domain. The ICE conference was hosted at Bournemouth University in 2013; Sheffield Hallam University in 2014; Macao Institute for Tourism Studies in 2015; University of Central Florida in 2017; Cape Peninsula University of Technology in 2021 and will be hosted in Warsaw in 2023. Since 2019, The International Conference on Events (ICE) has been listed on the [ICCA Association Database](#).

Topic: Finding a host for international conferences: perspectives from the organiser



Presenter:



Prof Brendon Knott
Associate Professor
Cape Peninsula University of Technology

Brendon Knott, PhD., is Associate Professor and Acting Director of the Centre for Sport Business and Technology Research, in the Sport Management Department at the Cape Peninsula University of Technology in Cape Town, South Africa. He is a National Research Foundation of South Africa (NRF) Rated Researcher (Y2), with his primary research interests in sport event tourism, legacy, place branding and destination management. His PhD (Bournemouth University, United Kingdom) focused on nation branding as a legacy of the 2010 FIFA World Cup for South Africa. He continues to have influence and serve the sport event tourism sector, chairing the hybrid 5th International Conference on Events (ICE 2021). He has conducted primary research at three FIFA World Cups and three Olympic Games. He serves academic journals as: Advisory Board member of *Event Management*; Associate Editor for *Journal of Leisure Research*; Editorial Board of *Journal of Destination Marketing and Management*. He is passionate about the role of sport and events in emerging nations of the world, co-editing the 2021 book, *Sport and development in emerging nations*.

Topic: Lessons from organising hybrid events: the case of ICE2021



Moderator:



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.



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