THE 16th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME ON TOURISM POLICY AND STRATEGY
Investment in Sustainable Tourism

JW MARRIOTT DONGDAEMUN SQUARE
SEOUL, REPUBLIC OF KOREA, 7-11 NOVEMBER 2022

PROGRAMME (Seoul Time, GMT+9) – as of 07 Nov. 2022

MONDAY, 07 NOVEMBER 2022

13:00 – 14:00  Arrival and Registration of Participants

14:00 – 14:20  Opening Ceremony

Welcome Remarks by Mr. Yong Man CHO, Vice Minister, Ministry of Culture, Sports and Tourism, Republic of Korea

Congratulatory Remarks by Mr. Young Choong SEO, Executive Vice President of International Tourism Division, Korea Tourism Organization

Opening remarks by Mr. Haeguk HWANG, Director, Regional Department for Asia and the Pacific, UNWTO (online)

14:20 – 14:30  Group Photo

14:30 – 16:30  Plenary Session on Investment in Sustainable Tourism

Keynote Presentations
Introduction to Tourism Investment: From Recovery to Resilience by Mr. Graham HARPER, UNWTO Consultant
Investment Guideline by Ms. Natalia BAYONA, Director of Innovation, Education and Investments, UNWTO (online)

Panel Discussion
Moderator: Mr. Graham HARPER, UNWTO Consultant
Speakers:
Mr. Miguel Angel FIGUEROA, Senior Project Specialist, Innovation, Education and Investments, UNWTO
Mr. Woong Hee (John) LEE, CEO, H2O Hospitality, Ltd.
Mr. Ali SHINAN, Deputy Director General, Policy & Development Division, Ministry of Tourism, Maldives
Q & A

18:30 – 20:30  Welcome dinner, hosted by the Ministry of Culture, Sports and Tourism of Korea
(Venue: JW Marriott Hotel, Dongdaemun)
10:00 – 12:30

**Session 1: Frameworks for Sustainable Tourism Investments**

**Moderator:** Mr. Graham Harper, UNWTO Consultant

**Keynote Speech:**
The Environmental, Economic and Social Returns Generated by Tourism, Dr. Dae Kwan Kim, Professor, College of Hotel and Tourism Management

Mr. Miguel Angel Figueroa, Senior Project Specialist, Innovation, Education and Investments, UNWTO

**Q&A and Discussion**

**Coffee Break**

**Country Presentations**

- **Indonesia**, Mr. Jubilar Paskoro, Acting Director, Directorate of Inter-institutional Relation, Ministry of Tourism and Creative Economy
- **Japan**, Ms. Chiaki Oya, Deputy Chief, UNWTO Regional Support Office for Asia and the Pacific
- **Maldives**, Mr. Ali Shinan, Deputy Director General, Policy & Development Division, Ministry of Tourism
- **Pakistan**, Mr. Muhammad Adil Zaidi, Manager, Finance Department, Pakistan Tourism Development Corporation
- **Vietnam**, Ms. Truong Thi Thu Huong, Senior Official, Travel Management Department, Viet Nam National Tourism Administration

**Q&A and Discussion**

12:30 – 14:00

**Lunch**

14:20 – 14:30

**Session 2: Investing in Green and Digital Tourism Transformation**

**Moderator:** Mr. Graham Harper, UNWTO Consultant

**Keynote Speech**

Dr. Sang-won Park, Professor, Smart Tourism Education Platform, College of Hotel and Tourism Management, Kyung Hee University

**Q&A and Discussion**

**Coffee Break**

**Country Presentations**

- **Bhutan**, Mr. Sangay Tenzin, Deputy Chief Legal Officer, Legal Services, Tourism Council of Bhutan
Chile, Mr. Sebastian GONZALEZ MARÍN, Coordinator, Territorial Management and Climate Change Unit

Mongolia, Ms. Bayartsetseg PALAMDORJ, Senior Officer, Tourism Policy Coordination, Ministry of Environment and Tourism

Republic of Korea, Ms. Heui Jeong HAN, Marketing Manager, Smart Tourism Team, Incheon Tourism Organization

Samoa, Ms. Liaigata Alise FAULALO-STUNNENBERG, Chair of Board of Directors, Samoa Tourism Authority

Q&A and Discussion

18:30 – 20:30  Dinner (Venue: Balwoo Gongyang)

WEDNESDAY, 09 NOVEMBER 2022

10:00 –12:30  Session 3: Sustainable Tourism Investment to Enable MSMEs
Moderator: Mr. Graham HARPER, UNWTO Consultant

Keynote Speech
Placing people and SMEs at the heart of a sustainable and resilient tourism recovery
Ms. Sofia Gutiérrez, Deputy Director, Department for Sustainable Development of Tourism, UNWTO
Mr. Sachin SHUKLA, Senior Advisor to the Assistant Director General, Global Green Growth Initiative Global Green Growth Institute

Q&A and Discussion

Coffee Break

Country Presentations

Cambodia, Mr. Chhiv TRY, Advisor to the Ministry, Director of International Cooperation and ASEAN Department, Ministry of Tourism

India, Dr. Pawan GUPTA, Associate Professor, Indian Institute of Tourism & Travel Management, Autonomous body of the Ministry of Tourism

Laos, Mr. Kingxay CHOUNLAMOUNTY, Director, Tourism Business Management Department, Ministry of Information, Culture and Tourism

Lithuania, Ms. Rūta BANKAUSKAITĖ, Acting Head, Tourism policy division, Ministry of Economy and Innovation

Myanmar, Ms. Khaing Mee Mee HTUN, Director, International and Regional Cooperation Department, Ministry of Hotels and Tourism

Vanuatu, Ms. Geraldine TARI, Principal Accreditation Officer, Department of Tourism
Q&A and Discussion

12:30 – 14:00  Lunch

14:00 – 16:30  Session 4: Public-Private Partnership for Successful Investment in Sustainable Tourism

Keynote Speech
Mr. Jongyoon KIM, CEO, Yanolja Co., Ltd.
Dr. Michail Toanoglou, Professor of Hospitality & Tourism Management, School of Tourism & Culture, Jeonju University

Q&A and Discussion

Coffee Break

Country Presentations

Fiji, Mr. Navneet KUMAR, Tourism Officer, Tourism Department, Ministry of Commerce, Trade and Tourism

Malaysia, Ms. Siti Rohanis MOHAMAD ROZE, Principal Assistant Director, Tourism Policy and International Affairs Division, Ministry of Tourism, Arts and Culture

Nepal, Mr. Sitaram GHIMIRE, Under Secretary, Ministry of Culture, Tourism and Civil Aviation

Philippines, Mr. Christopher MORALES, Assistant Secretary, Regional Monitoring Service, Department of Tourism

Sri Lanka, Ms. Tharanga RUPASINGHE, Director, Standard and Quality Assurance, Sri Lanka Tourism Development Authority

Q&A and Discussion

16:30 – 17:00  Coffee Break & Voting “the Best Country Presentation Award”

17:00 – 17:30  Closing Ceremony

Conclusion and Recommendation by Mr. Graham HARPER, UNWTO Consultant

Congratulatory Ceremony for "The Best Country Presentation Award" and Certificate Award Ceremony

Closing Remarks
Ms. Ji-Eun KANG, Director, International Tourism Division, Ministry of Culture, Sports and Tourism, Republic of Korea
Ms. Eunji TAE, Regional Department for Asia and the Pacific, UNWTO

18:30 – 20:30  Dinner (Venue: Adelabailey)
THURSDAY, 10 NOVEMBER 2022

SPECIAL FORUM ON SUSTAINABLE TOURISM
hosted by the Ministry of Culture, Sports and Tourism of the Republic of Korea

09:00 – 10:00  Registration desk for the participants (Venue: JW Marriott Hotel, Dongdaemun)
10:00 – 11:05  Opening Ceremony

Opening remarks, Mr. Jong Taek PARK, Director-General, Ministry of Culture, Sports and Tourism
Welcome remarks, Mr. Young Choong SEO, Executive Vice President, Korea Tourism Organization
Congratulatory Remarks, Mr. Jorge LAGUNA-CELIS, Head of the One Planet Secretariat, UNEP

10:35 – 11:05  Keynote Speech: Ms. Sofía Gutiérrez, Deputy Director, Department for Sustainable Development of Tourism, UNWTO

11:15 – 12:50  Session 1: Accelerate Transition to Green Tourism: Global Tourism Plastics Initiative and Glasgow Declaration on Climate Action on Tourism

Presentation on Solutions from The One Plant Sustainable Tourism Programme of the One Planet Network: Global Tourism Plastics Initiative (GTPI) and Glasgow Declaration on Climate Action in Tourism, Ms. Svitlana MIKHALYEVA, Coordinator of the One Planet Sustainable Tourism Programme, UNEP

Measurement and Monitoring as a Key to Initiate an Impactful Transformation on Tourism Businesses, Ms. Jasline NG, Manager, Greenview, Singapore

Sustainable Procurement for More Circular Operations of Accommodation Businesses, Mr. Christian de BOER, Managing Director, Jaya house, Cambodia

Implementing Ambitious Action Plans Towards Climate Neutral and Single-Use Plastic Free Operations, Ms. Axelle MAZERY, Chief Communication Officer, Rogers Hospitality, Mauritius

Climate Actions in Tourism Destinations: Republic of Kiribati, Mr. Petero MANUFOLAU, Chief Executive Officer, Tourism Authority of Kiribati

Panel Discussion
Moderated by Prof. Namjo KIM, Hanyang University

12:50 – 14:00  Lunch

14:00 – 15:40  Session 2: Sustainable Tourism through Innovation

Innovation for Sustainable Tourism in the Age of Tourism Transformation by Prof. Hakseung SHIN, Hanyang University

Innovation in Sustainable Tourism Using Technology by Mr. Alex SHRESTHA, Managing Director, Pavilions Himalayas

Smart Tourism City of Suwon by Mr. Jaehyung LEE, Director, Korea Tourism Organization
Panel Discussion moderated by Prof. Namjo KIM, Hanyang University

15:40 – 16:00 Coffee Break

16:00 – 17:30 Session 3: The Role of Tourism for Sustainable Development

The Role of Tourism for Sustainable Development by Dr. Mihee KANG, GSTC
Tourism Venture Case of Haenyeo Kitchen by Ms. Jeongmi LEE, Haenyeo Kitchen
Social Influence through Tourism by Mr. Arnfinn OINES, Soneva Foundation

Panel Discussion moderated by Prof. Namjo KIM, Hanyang University

17:30 – 17:40 Closing Session

18:00 – 20:00 Farewell Dinner

--- Departure of Participants ---