UNWTO REGIONAL WORKSHOP ON MEASURING TOURISM
Better data for better tourism in Asia and the Pacific
15 – 17 March 2023
The Soaltee Kathmandu, Nepal

Programme

Wednesday, 15 March 2023
(Indicated time GMT + 5:45)

Inauguration Ceremony
(Venue: Malhar Hall, The Soaltee Kathmandu)

09:00 – 09:30 Arrival and registration
09:30 – 10:30 Opening Ceremony
Opening Remarks by Mr. Beka Jakeli, Director of External Relations, UNWTO
Remarks by H.E. Dr. Sarmila Parajuli Dhakal, Ambassador of Nepal to Spain
Remarks by Mr. Jongtaek Park, Director General for Tourism Policy, Ministry of
Culture, Sport and Tourism, Republic of Korea (Recorded video message)
Remarks by Hon. Dr. Ram Kumar Phuyal, Member, National Planning
Commission, Nepal
Special Address by Hon. Mr. Sudan Kiranti, Minister for Culture, Tourism and
Civil Aviation of Nepal
Group photo
Promotional Video of Nepal

10:30 – 10:50 Coffee/Tea Break
10:50 – 12:20  **High-level Discussion “Measuring Tourism for People, Planet and Prosperity”**

*Moderator:* Ms. Eunji Tae, Officer, Regional Department for Asia and the Pacific, UNWTO

*Panellists:*

Dr. Ahmed Salih, State Minister of Tourism, Maldives

Mr. Suresh Adhikari, Secretary, Ministry of Culture, Tourism and Civil Aviation, Nepal

Dr. Thok Sokhom, Secretary of State, Ministry of Tourism, Cambodia

Dr. Dhananjay Regmi, CEO, Nepal Tourism Board

Mrs. Pudji Ismartini Deputy Chief of Distribution and Services Statistics, BPS-Statistics Indonesia

Mr. Beka Jekeli, Director of External Relations, UNWTO

Ms. Ayshanie Labe, Resident Representatives UNDP

12:20 – 12:30  **Closing of Inaugural Session**

Handover of Token of Love to the Panellist of High-Level Delegates by Hon. Ms. Sushila Sirpali Thakuri, State Minister for Culture, Tourism and Civil Aviation of Nepal

Vote of Thanks by Dr. Dhananjay Regmi, CEO, Nepal Tourism Board

**End of the Inaugural Session**

12:30 – 13:30  Lunch Break
Technical Session
(Venue: Malhar Hall, The Soaltee, Kathmandu)
(Followed after inaugural session)

13:30 – 13:45
Keynote speech: The System of Tourism Statistics in Nepal
Dr. Hem Raj Regmi, Division Chief, Social Statistics Division, National Statistics Office, Nepal

13:45 – 16:30
Session 1 – The path to smooth governance for System of Tourism Statistics
Moderator: Ms. Nagore Uresandi Espinosa, UNWTO Expert
‘Institutional cooperation for the measurement of tourism’ - Ms. Leandry Moreno, Statistics Officer, UNWTO

Break out groups: participants will reflect on the ideal governance situation for accessing data from different organisations, for agreeing on how to measure tourism jointly with borders’ authorities, ministry of tourism, statistics authorities, central bank of each country. Moreover, countries will reflect on problems that arise and how these can be addressed.

19:00 – 21:00
Welcome Dinner
(Venue: Manjari, Garden, The Soaltee, Kathmandu)
(Hosted by the Hon. Minister of Culture, Tourism and Civil Aviation of Nepal)

Thursday, 16 March 2023

09:30 – 13:00
Session 2 – Inbound, Domestic and Outbound Tourism: Who are our tourists and how much do they spend?
Moderator: Ms. Poonam Munjal, UNWTO Expert
‘Main concepts, definitions, classifications, data sources and variables’ - Ms. Nagore Uresandi Espinosa, UNWTO Expert
Country experiences on inbound / domestic / outbound tourism:
Mr. Mani Raj Lamichhane, Nepal Tourism Board

Mr. Kong Sopheareak, Director, Statistics and Tourism Information Department, Ministry of Tourism, Cambodia

Discussion

11:00 – 11:30 Coffee break

11:30 – 13:00 **Break out groups**: participants will reflect on issues they are facing, how to address them sharing experiences among them.

13:00 – 14:30 Lunch (Hosted by the UNWTO)

14:30 – 17:00 **Session 3 - Measuring tourism industries and employment in tourism: challenges and solutions**

*Moderator: Ms. Leandry Moreno, Statistics Officer, UNWTO*

‘Tourism industries: Main concepts, definitions, data sources and variables’ – Ms. Poonam Munjal, UNWTO Expert

‘Tourism employment: Main concepts, definitions, data sources and variables’ – Ms. Nagore Uresandi Espinosa, UNWTO Expert

**Country experiences:**

Ms. Zanariah Jiat, Statistician, Planning Unit, Tourism Policy and International Affairs Division, Malaysia

Mr. Fakre Alam, Director, Market Research Division, Ministry of Tourism, India

Discussion

15:30 – 16:00 Coffee break

**Break out groups**: participants will reflect on issues they are facing, how to address them sharing experiences among them.

19:00 – 21:00 **Traditional Nepalese Dinner** (Hosted by Nepal Tourism Board)

(Venue: Bhojan Griha, Dillibazar, Kathmandu)
### Friday, 17 March 2023

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 09:30 – 10:45 | **Session 4 - Measuring the economic impact of tourism: Introduction to the Tourism Satellite Account**  
*Moderator: Ms. Nagore Uresandi Espinosa, UNWTO Expert*  
‘What is the Tourism Satellite Account and how to compile the 10 tables’  
– Ms. Poonam Munjal, UNWTO Expert  
**Countries experiences:**  
Mr. Chakrit Pitanupong, Director of Economics Tourism and Sports Division, Ministry of Tourism and Spots, Thailand  
**Discussion** |
| 10:45 – 11:00 | Coffee Break                                                        |
| 11:00 – 12:00 | **Session 5 - Measuring the Sustainability of Tourism (MST)**         
‘Introduction on MST’ – Ms. Leandry Moreno, Statistics Officer, UNWTO  
**Countries experiences:**  
Mr. Mohammad Shafiqul Islam, Deputy Director, National Accounting Wing, Bangladesh Bureau of Statistics, Bangladesh  
Mr. Warner M. Andrada, OIC-Assistant Secretary, Tourism Development, Department of Tourism, Philippines |
| 12:00 – 12:30 | **Closing Ceremony**                                                |
|               | **Certificate Distribution to all participants**                    |
|               | Presented by                                                        |
|               | Mr. Suresh Adhikari, Secretary, Ministry of Culture, Tourism and Civil Aviation, Nepal  
Mr. Beka Jakeli, Director of External Relations, UNWTO  
(Facilitated by Mr. Gyan Prasad Dhakal, Joint-Secretary, Ministry of Culture, Tourism and Civil Aviation, Nepal and Dr Dhananjay Regmi, CEO, Nepal Tourism Board) |
Closing Remarks

Mr. Beka Jakeli, Director of External Relations, UNWTO

Mr. Suresh Adhikari, Secretary, Ministry of Culture, Tourism and Civil Aviation, Nepal

End of the Technical Programme and Session

12:30 – 14:00  Lunch break

14:00 – 17:00  Technical Tour

UNESCO World Heritage Site

(Kathmandu Durbar Square and Swyambhu Stupa)