UNWTO REGIONAL WORKSHOP ON MEASURING TOURISM IN ASIA AND THE PACIFIC

Kathmandu, NEPAL
15 – 17 March, 2023
INTRODUCTION

The World Tourism Organization (UNWTO) is the UN specialized agency mandated to collect, analyse, publish, standardize, improve the statistics of tourism and to promote the integration of these statistics within the sphere of the United Nations system.

Tourism has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves. Owing to this range of positive and negative impacts and the wide spectrum of stakeholders involved, there is a need for a holistic approach to tourism development, management and monitoring. This approach is supported by UNWTO in order to formulate and implement national and local tourism policies.

Feasible, relevant, and reliable data are increasingly necessary to understand the economic, social and environmental aspects of tourism for sustainable development. These measures need to be produced in a harmonized way across countries and destinations so as to communicate progress effectively, benchmark performance, identify best practices and streamline tourism in sustainable development policy and funding mechanisms.

In response to increasing calls by tourism stakeholders for more and better data, an international effort is underway to develop a measurement Framework that integrates information on the economic, social and environmental dimensions of tourism, to support international comparability and credibility. The Statistical Framework for Measuring the Sustainability of Tourism will complement the 2 existing standards for tourism measurement:

1. The International Recommendations for Tourism Statistics that enables the measurement of visitors, their expenditure and the tourism industries;
2. The Tourism Satellite Account that allows for the measurement of the economic contribution of tourism.
PROGRAMME

Day 1 – 15 March 2023, Wednesday

(Indicated time GMT + 5:45)

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<td>09:00</td>
<td>Arrival and registration</td>
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<td>09:30</td>
<td>Opening Ceremony</td>
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<td>Opening Remarks by Mr. Beka Jakeli, Director of External Relations, UNWTO</td>
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<td>Remarks by H.E. Dr. Sarmila Parajuli Dhakal, Ambassador of Nepal to Spain</td>
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<td>Remarks by Mr. Jongtaek Park, Director General for Tourism Policy, Ministry of Culture, Sport and Tourism, Republic of Korea (Recorded video message)</td>
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<td>Remarks by Hon. Dr. Ram Kumar Phuyal, Member, National Planning Commission, Nepal</td>
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<td></td>
<td>Special Address by Hon. Mr. Sudan Kiranti, Minister for Culture, Tourism and Civil Aviation of Nepal</td>
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<td>Group photo</td>
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<td>Promotional Video of Nepal</td>
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<tr>
<td>10:30</td>
<td>Coffee / Tea Break</td>
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<td>10:50</td>
<td>High-level Discussion &quot;Measuring Tourism for People, Planet and Prosperity&quot;</td>
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<td>Moderator: Ms. Eunji Tae, Officer, Regional Department for Asia and the Pacific, UNWTO</td>
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<td>Panellists:</td>
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<td>Dr. Ahmed Salih, State Minister of Tourism, Maldives</td>
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<td>Mr. Suresh Adhikari, Secretary, Ministry of Culture, Tourism and Civil Aviation, Nepal</td>
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<td>Dr. Thok Sokhom, Secretary of State, Ministry of Tourism, Cambodia</td>
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<td>Dr. Dhananjay Regmi, CEO, Nepal Tourism Board</td>
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<td>Mrs. Pudji Ismartini Deputy Chief of Distribution and Services Statistics, BPS-Statistics Indonesia</td>
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<td>Mr. Beka Jakeli, Director of External Relations, UNWTO</td>
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<td>Ms. Ayshanie Labe, Resident Representatives UNDP</td>
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<td>12:20</td>
<td>Closing of Inaugural Session</td>
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<td>Handover of Token of Love to the Panellist of High-Level Delegates by Hon. Mr. Sudan Kiranti, Minister for Culture, Tourism and Civil Aviation of Nepal</td>
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<td>Vote of Thanks by Dr Dhananjay Regmi, CEO, Nepal Tourism Board</td>
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<td>12:30</td>
<td>End of the Inaugural Session</td>
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<td>Lunch Break</td>
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Inauguration Ceremony (Venue: Malhar Hall, The Soaltee Kathmandu)
## Day 1 – 15 March 2023, Wednesday (Con’t)

### Technical Session (Venue: Malhar Hall, The Soaltee Kathmandu, Followed after inaugural session)

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<td></td>
<td>Dr. Hem Raj Regmi, Division Chief, Social Statistics Division, Central Bureau of Statistics, Nepal</td>
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<tr>
<td>13:45 – 16:30</td>
<td><strong>Session 1 – The path to smooth governance for System of Tourism Statistics</strong></td>
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<td>Moderator: Ms. Nagore Uresandi Espinosa, UNWTO Expert</td>
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<td>‘Institutional cooperation for the measurement of tourism’ - Ms. Leandry Moreno, Statistics Officer, UNWTO</td>
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<td><strong>Break out groups:</strong> 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.</td>
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<tr>
<td>19:00 – 21:00</td>
<td><strong>Welcome Diner</strong></td>
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<td>(Venue: Manjari, Garden, The Soaltee, hosted by the Hon. Minister of Culture, Tourism and Civil Aviation of Nepal)</td>
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</table>
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 (Professor, National Council of Applied Economic Research)*

‘*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 (Professor, National Council of Applied Economic Research)

'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

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)
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| 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  
|           | (Professor, National Council of Applied Economic Research)             |
|           | Countries experiences:                                                  |
|           | Mr. Chakrit Pitanupong, Director of Economics Tourism and Sports Division, Ministry of Tourism and Spots, Thailand |
| 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  **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)
Inauguration Ceremony

Mr. Beka Jakeli
Director of External Relations, UNWTO

H.E. Dr. Sarmila Parajuli Dhakal
Ambassador of Nepal to Spain

Mr. Jongtaek Park
Director General for Tourism Policy, Ministry of Culture, Sport and Tourism, Republic of Korea

Hon. Dr. Ram Kumar Phuyal
Member, National Planning Commission, Nepal

Hon. Mr. Sudan Kiranti
Minister of Culture, Tourism and Civil Aviation of Nepal
High-level Discussion “Measuring Tourism for People, Planet and Prosperity”

Moderator:

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State Minister of Tourism, Maldives

Mr. Suresh Adhikari
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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 Jakeli
Director of External Relations, UNWTO

Ms. Ayshanie Labe
Resident Representatives UNDP
Keynote speech: The System of Tourism Statistics in Nepal

Dr. Hem Raj Regmi
Division Chief, Social Statistics Division, Central
Bureau of Statistics, Nepal
Session 1 – The path to smooth governance for System of Tourism Statistics

Moderator
Ms. Nagore Uresandi Espinosa
UNWTO Expert

Speaker
Ms. Leandry Moreno, Statistics Officer, UNWTO
Session 2 – Inbound, Domestic and Outbound Tourism: Who are our tourists and how much do they spend?

**Moderator**

Dr. Poonam Munjal
UNWTO Expert

**Speakers**

Ms. Nagore Uresandi Espinosa
UNWTO Expert

Mr. Mani Raj Lamichhane
Nepal Tourism Board

Mr. Kong Sopheareak
Director, Statistics and Tourism Information Department, Ministry of Tourism, Cambodia
Session 4 - Measuring the economic impact of tourism: Introduction to the Tourism Satellite Account

Moderator

Ms. Nagore Uresandi Espinosa
UNWTO Expert

Speakers

Dr. Poonam Munjal
UNWTO Expert (Professor, National Council of Applied Economic Research)

Mr. Chakrit Pitanupong
Director of Economics Tourism and Sports Division, Ministry of Tourism and Spots, Thailand
Session 5 - Measuring the Sustainability of Tourism (MST)

Speakers

Ms. Leandry Moreno
Statistics Officer, UNWTO

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
Closing Ceremony

Mr. Beka Jakeli
Director of External Relations,
UNWTO

Mr. Suresh Adhikari
Secretary, Ministry of Culture,
Tourism and Civil Aviation, Nepal
Mr. Beka Jakeli
Director of External Relations, UNWTO

Beka Jakeli’s professional career combines a record of leadership and managerial positions in public and private organizations, industry knowledge, and consultancy. Having worked for over 20 years in tourism, he brings valuable experience at the international, national, and local levels from the multilateral institution, government, and business perspective.

Mr. Jakeli started working at the World Tourism Organization (UNWTO) in 2012. He has been appointed to the post of Director of External Relations, effective 15 March 2023. From 2018 to 2023, he acted as Chief of Member Relations, overseeing policy and relations with the Organization’s 160 Member States. From 2012 to 2018, he worked at the Regional Programme for Europe, monitoring projects and other activities with 42 European countries.

Before joining UNWTO, Beka Jakeli served as Deputy Chairman of the Georgian National Tourism Administration (2008-2012), supervising policy & destination development, market research, fundraising and international affairs. At the same time, he was the spokesperson for national and international media on sectorial investments and infrastructure. Beka played an important role in developing supportive policies and incentive frameworks for the industry in the context of Georgia’s successful economic reforms. He has tangible experience in dealing with crisis management. In the post-2008 war period, he led the government’s measures to ensure the sector’s resilience in promoting Georgia as a safe travel destination, stimulating inbound tourist flows, and targeting source niche markets.

From 2006 to 2008, Mr. Jakeli was Head of the Office for Planning, Resorts Development, and Statistics at the National Tourism Administration. He strengthened coordination with the country’s Statistical Office and the National Bank during this period. Beka initiated international visitors’ border surveys and national household population surveys to measure the impact of inbound, domestic, and outbound tourism on the country’s economy. In cooperation with the Greek government and the financial aid of the European Union, he managed the entire process of establishing the first high-level vocational tourism school “Icarus” in the capital of Georgia, Tbilisi in 2007. Being a project leader within the National Qualifications Framework under the European Training Foundation in Turin, he ensured a broad labour market assessment to maximize the linkage between the employers’ needs and the educational providers, forming the ground for setting professional standards in the sector.

Earlier, Mr. Jakeli worked in the private sector, mainly in hospitality and tour operating businesses (2000-2004). From 2002 to 2004, he was Business Operations Manager at one of the country’s leading Black Sea resorts, Ureki. In this role, he was primarily responsible for revenue control and investor relations within the joint venture mode by negotiating and offering to internationally and regionally run companies the resort’s coastal areas for medical treatment and wellness procedures. In parallel, in a marketing specialist capacity, Beka consulted the Resort’s Destination Management Organization on domestic and overseas market promotion. Beka Jakeli’s technical expertise includes a few national and international projects in Eastern Europe.

Mr. Jakeli holds both – Bachelor’s (2002) and Master’s (2005) degrees in Business Administration, majoring in Leisure, Hospitality, and Tourism Marketing & Commerce from the Tbilisi State Institute of Economic Relations. In 2008, he completed the study program in Destination Management under the umbrella of the International Visitor Leadership Programme in the USA, organized by the United States Department of State. In 2021, he was admitted to the University of Salford and Robert Kennedy College for a Master’s course in Global Management.

In 2011, by the decree of the President of Georgia, Beka Jakeli was awarded “The Order of Honour,” one of the highest state awards, nominated for his outstanding role in building effective public-private partnerships and establishing a high-standard vocational tourism school.
HE Dr. Sarmila Parajuli Dhakal
Ambassador of Nepal to Spain

HE Dr. Sarmila Parajuli Dhakal is an inspirational seasonal diplomat writer, academician and businesswoman from Nepal. She assumed her responsibilities as Ambassador Extraordinary and Plenipotentiary of Nepal to Spain on 25 August 2022. She was Ambassador Extraordinary and Plenipotentiary of Nepal to Oman from 2017 to 2021.

Prior to her diplomatic career, HE Dr. Dhakal was the Chairwoman of Carefare Pvt. Ltd. from 2003 to 2007, and the Director and founding member of Ghost Writing Nepal from 2007 to 2014, where she specialized in bibliography, arts, culture.

HE Dr. Dhakal has received several awards and honors, including the “Suprable Jana Shewa Shree” Medal in 2019, which was awarded by the President of Nepal.

HE Dr. Dhakal earned a doctorate in English Philosophy from Nepal Sanskrit University, focusing on the representation of women in The Vedas and The Bible. She also earned a Master’s degree in English Literature from Golden Gate International College, Tribhuvan University, and completed business studies in organizational behavior at Wollongong University, an Australian University in Dubai. She obtained her Bachelor of Arts in English Literature, Sociology, and Anthropology from Campion College, and completed a Proficiency of Certificate Level in English Literature, Economics, and Political Science from Mechi Multiple Campus, both affiliated with Tribhuvan University.

In addition to her professional accomplishments, HE Dr. Dhakal enjoys a variety of activities, including reading, writing, traveling, playing tennis and golf, and hiking also promotes, science, technology, green economy, education, sports, arts, sustainable tourism around the globe and has visited over 35 countries across the world.

HE Dr. Dhakal was born on October 28, 1980 and is married to Mr. Bimal Dhakal and has a daughter and a son.
Dr. Ram Kumar Phuyal
Member, National Planning Commission, Nepal

Dr. Ram Kumar Phuyal has been a member of the National Planning Commission (NPC) of the Government of Nepal for the last three and half years. He primarily oversees activities in the NPC belonging to economic sectors such as: Industry, Commerce, Supply, Culture, Tourism, Civil Aviation, Labour, Employment, Social Security, and Statistics sectors. He also directs the progress monitoring on targets within the Sustainable Development Goals and coordination of Bagmati province development activities at the NPC. Most recently, he has contributed significantly in drafting and formulation of the 15th five-year periodic plan, and he also guided the formulation of the periodic plans in subnational and local level governments of Nepal.

In addition, he has also served as a chair, head, team lead, coordinator, senior advisor/ expert of various steering committees and taskforces set up by the government at different time in the recent past. Most recently, he has led and contributed for the preparation of the study report on the impact of the COVID-19 pandemic on domestic and foreign employment markets, and the recovery strategies for socio-economic sectors of Nepal. He has steered a high-level team to prepare integrated national social protection framework of Nepal.

His academic work focuses on industrial economics, international trade, game theory and applied micro-economics. Similarly, he has expertise in development economics and planning, regulatory economics, macroeconomics, public policy analysis, and quantitative techniques in policy analysis.

Prior to his appointment at the NPC, he was an Associate Professor of Economics at the Centre for Economic Development and Administration (CEDA) in Tribhuvan University for five years from 2013 to 2018 where he took leadership on several applied research projects, and provided evidence-based policies and recommendations to the policy makers and government officials with informed development policies, plans, and programs.

Likewise, at different points of time, he has served as a short term visiting scholar/ adjunct faculty at various national and international universities including Chonnam National University, South Korea; National University of Singapore, Singapore; South Asian University, India; Kathmandu University, and other universities in Nepal where he has supervised over 250-post graduate thesis research.

In the past, he has served as the chief editor, and has also contributed as an editorial board member in various scholarly journals of business, economics, development-related studies and others. In the same ways, he has authored/co-authored several chapters in books and reports, and has carried out empirical and policy research on wider-subject areas, published over three dozen academic and public policy papers in the peer-reviewed reputed indexed journals.

Dr. Phuyal holds Ph.D. in Economics from Chonnam National University, South Korea in 2011, where he was then honored with the outstanding Ph.D. fellowship awards in 2006 and 2007. He has also been the recipient of the Graduate research scholarship for his Ph.D. He has been engaged in policy debates and discussions have been his passionate hobbies for a long time.
Hon. Mr. Sudan Kiranti
Minister of Culture, Tourism and Civil Aviation of Nepal

Honorable Minister Sudan Kirati has been Minister for Culture, Tourism, and Civil Aviation since January 2023. He is a seasoned politician with over 30 years of experience. Earlier on, he was an elected representative for the Constituent Assembly. He is well known for his progressive views and his leadership during crises. He is a passionate advocate for social causes. He is actively involved in the creative field and has written a book.
H.E. Dr. Ahmed Salih  
State Minister of Tourism, Maldives

Ahmed Salih (PhD), Minister of State for Tourism, Government of Maldives joined the Maldives Tourism Administration in 1985. Since then, he has held various positions at the Ministry including Permanent Secretary for 10 years. He is responsible for the overall management and administration of the Ministry, attends to all industry related matters and is responsible for the execution of tourism policies and plans under the guidance of Minister of Tourism. He has represented the Government of Maldives in various national and international forums related to tourism and he specializes in human resources in the tourism industry, tourism policy formulation, tourism planning and development, sustainable tourism development and socio-economic impacts of tourism.

Salih holds a Doctorate Degree, conferred by The Hong Kong Polytechnic University, Hong Kong. His doctoral thesis was based on the aspects of tourism workforce in the Maldives and similar Small Island Developing States (SIDS). He completed Master of Tourism at University of Dunedin, New Zealand and Bachelor’s Degree in Tourism Management at University of Queensland, Australia.

Salih is a dynamic, results-oriented leader, recognized for his wide-ranging expertise and accomplishments in tourism. He always seeks to add value and create opportunities.
Mr. Suresh Adhikari  
Secretary, Ministry of Culture, Tourism and Civil Aviation, Nepal

Experience:
**Under Secretary** - August, 2003 to April, 2010 at Government of Nepal on Various Organization

**Joint Secretary** - 10 June, 2009 to April, 2019 at Government of Nepal on Various Organization
Secretary - April, 2019 to Till Date at Government of Nepal
• **Principal Secretary** - April, 2019 to February 2020 at Province no.1 Government, Nepal
• **Secretary**- February, 2020 to February,2021 at Commission for the Investigation of abuse of Authority (CIAA), Kathmandu, Nepal
• **Secretary**- February, 2021 at Election commission, Kathmandu, Nepal
• **Secretary**- December 2021 to August 24, 2022 at Ministry of Federal Affairs & General Administration, Kathmandu, Nepal
• **Secretary**- August 25,2022 to till date at Ministry of Culture, Tourism & Civil Aviation, Singhadurbar, Kathmandu

Education:
Master Degree in Political Science, 1998
Tribhuvan University, Nepal

Master Degree in Public Administration, 19996
Tribhuvan University, Nepal
Dr. Dhananjay Regmi  
CEO, Nepal Tourism Board

Born in 1975 in Nepal obtained his PhD in Environmental Earth Science from Hokkaido University, Japan in 2006. Then, he served as a Post Doctoral Research Fellow for the Global Land Project, NODAL office in Sapporo, Japan. He completed a three-month Post-Doctoral course on Deochronological Research from Arizona University, USA as a Haury Fellow.
Mrs. Pudji Ismartini  
Deputy Chief of Distribution and Services Statistics, BPS-Statistics Indonesia

**Education Background**
- Doctoral Degree in Statistics (2013)  
Institut Teknologi Sepuluh Nopember Surabaya, Indonesia  
- Master Degree in Statistics (2000)  
Macquarie University Sydney, Australia  
- Diploma in Statistics (1993)  
Akademi Ilmu Statistik Jakarta, Indonesia

**Work Experiences**
- Deputy Chief of Distribution and Services Statistics  
Februari 2023  
- Director of Statistical Information System 2022 – 2023  
- Director of Dissemination Statistics  
2019 – 2022  
- Head of Statistical Services and Promotions Division 2017-2019  
- Lecturer of Polytechnic of Statistics  
2001 - 2017  
- Head of Database Development Section  
2001 – 2009  
- Programmer 1993 - 2001
Ms. Ayshanie Labe  
Resident Representatives UNDP

Ms. Ayshanie Medagangoda-Labé (Sri Lanka) has been appointed as UNDP Resident Representative for Nepal.

Prior to this appointment, Ayshanie was UNDP’s Deputy Resident Representative for Programme and Operations in Nepal since August 2018. She also served as UNDP’s Deputy Resident Representative (P/O) in the Kingdom of Morocco (2012-2018), as well as in the Republic of Algeria (2008-2012).

Early in her career, she served in Bangladesh as the Head of Office and Coordination & Aid Effectiveness Advisor to the UN Resident Coordinator (2005-2008). Additionally, she worked as a Portfolio Manager for UNDP Bangladesh, in charge of Agriculture Food Security and Rural Development portfolios (2002-2005).

Before joining the UN system, she worked for both the public sector (Ministry of Education in Sri Lanka, Faculty of Agricultural Sciences in Gembloux, Belgium, EU Delegation in Bangladesh) and NGOs (Overseas Mission Secretariat, Hellen Keller International-Bangladesh) on programme management, research and analytic work related to poverty alleviation, youth entrepreneurship, food & nutrition security, and natural disasters responses (1988-2002).

Ayshanie holds a MSc in Agro-Economics, Sociology and Rural Development from the Faculty of Agriculture, Gembloux/Liège, Belgium. She speaks English and French.

Ayshanie took up her new assignment on 11 April 2019.
Dr. Hem Raj Regmi  
Division Chief, Social Statistics Division, Central Bureau of Statistics, Nepal

Dr. Hem Raj Regmi is the Statistician by profession, who works at National Statistics Office (former Central Bureau of Statistics (CBS)) of Nepal Government, in the capacity of Deputy Chief Statistician (Director General) responsible for social, economic and environmental statistics division.

Born in 1970, he has completed Master's degree in Statistics and PhD degree in Food Security analysis from Central Department of Environmental Sciences Tribhuvan University.

In his professional career of more than 25 years in statistics and food security, he worked with the Central Bureau of Statistics (CBS), Ministry of Agriculture and Livestock Development (MoALD) and also with Food and Agriculture Organization of UN based in Bangkok (FAORAP) under the project Global Strategy to Improve Agriculture and Rural Statistics in Asia Pacific Region. He also worked as a food security and SDG monitoring consultant for Afghanistan, LAO PDR and many other countries in the Asia Pacific region.
Mr. Kong Sopheareak
Director, Statistics and Tourism Information Department, Ministry of Tourism, Cambodia

Mr. KONG Sopheareak graduated from Hanoi University of Technology with a Master of Computer Science Engineer in 1998. He started his career as an IT official at the Ministry of Tourism, Cambodia in 1999. He was promoted to Chief of IT Center in 2002, Deputy Director of Marketing & Tourism Promotion in 2004, and Director of the Tourism Statistic Department since 2007. Currently he leads his team and manages tourism statistic data across the country in collaboration with inter Ministry Departments, National Bank, Immigration Police, Provincial Tourism Departments, National Institute of Statistics, UNWTO, IMF and other stakeholders. Sopheareak has received some high-level work medals from the Royal Government of Cambodia, and he recently received an honorary position as an Advisor to the Ministry of Tourism.
Ms. Zanariah Jiat
Statistician, Planning Unit, Tourism Policy and International Affairs Division, Malaysia

Mdm Zanariah Jiat has served with the Department of Statistics Malaysia (DOSM) for 16 years. In the first seven years of her career, she worked at the International Trade Statistics Division which compiles international trade statistics. Since 2015 to date, she has held the position of Statistician at the Ministry of Tourism, Arts and Culture to assist in the compilation of tourism statistics and also mediate between the ministry and DOSM. She holds a Bachelor of Science (BSc) Statistics from University Technology Mara, Malaysia.
Mr. Fakhre Alam  
Director, Market Research Division, Ministry of Tourism, India

Mr. Fakhre Alam is currently Director in Market Research Division, Ministry of Tourism, Government of India. He has attained Master of Science degree in Statistics and Post Graduate Diploma in Computer Application. During his tenure in Ministry of Tourism, Market research division has conducted several analytical studies in the various domains under the steward leadership of Mr. Fakhre Alam.

2008 Batch Indian Statistical Service Officer has worked in several Ministries including Ministry of Fishries, Animal Husbandry and Dairying and Ministry of Statistics & Programme Implementation where he has administered large scale sample surveys viz. various rounds of National Sample Surveys, Periodic Labour Force Surveys, Price Collection Surveys, Integrated Sample Surveys and livestock Census. Before joining to official statistical system, Mr. Alam had a vast experience of working in the field of Insurance and Financial Sector.
Mr. Chakrit Pitanupong  
Director of Economics Tourism and Sports Division, Ministry of Tourism and Spots, Thailand

responsible for Thailand’s tourism statistics compilation and Tourism Satellite Account construction.

EDUCATION
Kasetsart University, BA in Computer Engineering, 2001
Korea University, MA in International DEVELOPMENT STUDIES, 2010

WORK EXPERIENCE
Director of Tourism Safety and Security Standards Division, 2020
Director of Economics Tourism and Sports Division, 2020
Director of Information and Technology Center, 2022
Director of Economics Tourism and Sports Division, 2022 (2nd )
Ms. Eunji Tae  
Officer, Regional Department for Asia and the Pacific, UNWTO

Eunji Tae is Programme Officer at the Regional Department for Asia and the Pacific at UNWTO. During her career with UNWTO since 2004, Eunji has served in different positions, such as leading the UNWTO’s global programme to foster knowledge creation, dissemination and application in the tourism sector as a Knowledge Network Coordinator and assisting various projects of the Organization’s external relations for raising greater awareness of tourism and building political and strategic networks for mainstreaming tourism in the global geopolitical agenda.

She holds two Master’s degrees in Tourism & Hospitality Management from Florida International University, USA and International Law and Public Policy from Universidad Autonoma de Madrid, Spain.
Ms. Leandry Moreno  
Officer, Statistics department, UNWTO

Ms. Leandry Moreno joined the UNWTO Statistics Department in 2012 and has since been passionately involved in the development, implementation and promotion of statistical standards as well as in the compilation and dissemination of tourism data.

She has also successfully contributed in the implementation of statistical capacity-building initiatives at national and regional levels, and has also participated as a technical resource person in seminars, working groups and expert meetings.

Ms. Leandry Moreno hold a Master’s degree in Business Administration from the University Management School of Poitiers, France.
Ms. Nagore Uresandi Espinosa
UNWTO Expert

Over 18 years of experience in the Tourism Sector, International Expert on Measuring Tourism both at
National and Sub-national levels, from Official Statistics to Tourism Big Data, and on Sustainable
Tourism Governance and Strategic Planning for Inclusive, Smart and Sustainable
development of
destinations and businesses. Broad Event Management experience. International experience in
MITOMED+, BlueTourMED, Cape Verde, Kazakhstan, Myanmar, East Timor, Ireland, Italy, the
Caribbean, Colombia, Guatemala, Brazil, Switzerland, USA, UK, France and Spain.
Dr. Poonam Munjal
UNWTO Expert (Professor, National Council of Applied Economic Research)

Dr. Poonam Munjal is a Professor at National Council of Applied Economic Research, India. She has led a variety of studies in the past, some of which include Tourism Satellite Accounts at national and sub-national level; Education and Health Satellite Accounts; Input-Output Tables; and Impact Evaluation studies. Her research areas include Tourism Economy, Input-Output Modelling, Social Accounting Matrix, large sample surveys, etc. Previously, she has worked as an Associate Director at PricewaterhouseCoopers Pvt Ltd. and as an Economist in the CRISIL Ltd.
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