

SPEAKERS

**UNWTO Conference on the
International Code for the Protection of Tourists
HIGH-LEVEL DISCUSSION**



Dr. Sok Siphana

Senior Advisor of the Royal Government of Cambodia

Dr. Sok Siphana is a practicing attorney at the law firm of SokSiphana&associates.

He was appointed by Prime Minister Samdech Techo Hun Sen as Senior Advisor to the Royal Government of Cambodia in September 2018 with the rank of Senior Minister.

He is currently the Chairman of the Board of the Asian Vision Institute (AVI) a think tank which he co-founded in 2018. Previously from 1999 to 2005, he served as Secretary of State at the Ministry of Commerce, where he acted as the lead negotiator in Cambodia's accession to the WTO.

From October 2005 to July 2009, he served as Director at the International Trade Center (ITC), a joint technical agency of UNCTAD and the WTO in Geneva, Switzerland.

Dr. Sok is a holder of a Juris Doctor (J.D.) from Widener University School of Law in Delaware, United States (1992); a Doctor of Philosophy (Ph.D.) from Bond University School of Law in Queensland, Australia (2009); and a Docteur en Droit with the Université de Paris II Panthéon-Assas, France (2022).



H.E. Dr. Thong Khon Minister of Tourism, Cambodia

Dr. Thong Khon, assumes his position as Minister of Tourism of the Royal Government of Cambodia for a second term from September of 2013 after having led the Ministry of Tourism for a full term from 2007. Prior to his well-deserved promotion, the Minister had served at the Ministry of Tourism as a Secretary of State since 1993.

Dr. Thong Khon began his services in public office actively participating in leading, restoring and developing the Capital City of Phnom Penh. He had spent 3 years at the Ministry of Culture and Fine Arts (1990-1993), leading it to grow and excel the nation's rich cultural abundance for tourism potentials. The Minister's participation in leading and administering the tourism sector for the Kingdom of Cambodia spanned more than 25 years to date and he is extremely dedicated in leading Cambodia tourism to continue being the priority sector for contributing to the country's national economic development. He was Chief of Personnel Bureau of the Phnom Penh Municipality in 1979; became Vice Mayor of the Phnom Penh Municipality in 1983 and subsequently promoted and served as Mayor from 1985 until 1990.

Over the years, Dr. Thong Khon has been awarded a respectable number of awards and decorations by various governments and organizations for his distinguished contributions in different aspects of public service. Locally, he was awarded a Cheatopaka Medal by Prime Minister Hun Sen of the Kingdom of Cambodia in 2009. Globally, the Minister was decorated with a Gwanghwa Medal by the late Roh Moo Hyun, Former President of the Republic of Korea and was twice presented a World Leadership Award during the World Ecotourism Conference; once in 2008 and again in 2011.

Minister Thong Khon earned a Diploma of Doctor of Medicine from the University of Phnom Penh in 1995, a Postgraduate Diploma in Public Health and Community from University of Nancy, France in 1997 and conferred a Phd degree in Tourism Management (Ecotourism) from the National University of Economics in Hanoi, Vietnam, 2011. In April 2014, he was awarded an Honorary Degree of Doctor by the University of Sunshine Coast in Queensland, Australia, recognizing his distinguished service in developing community-based ecotourism and the pro-poor tourism in Cambodia.

H.E. Dr. Thong Khon is one of the longest serving ministers of tourism in the world. The Minister was especially praised by the President of European Council on Tourism and Trade (ECTT), Professor Dr. Anton Caragea, for his vision and astute policies and devotion to the development of Cambodia when he was appointed a member of the European Tourism Academy.



H.E. Dr. Sandiaga Salahuddin Uno

Minister of Tourism and Creative Economy, Indonesia

Sandiaga Salahuddin Uno or better known as Sandiaga Uno, was inaugurated by President Joko Widodo as Minister of Tourism and Creative Economy/Head of Tourism and Creative Economy Agency on December 23, 2020.

Sandiaga Uno earned an academic degree in Bachelor of Business Administration from The Wichita State University, United States, and graduated with Summa Cum Laude predicate. Furthermore, he obtained a Master of Business Administration from The George Washington University, United States. Sandiaga Uno is a renowned businessman with various experiences serving as directors of a number of companies in various sectors, including: Summa Group, Jakarta, May 1990 – June 1993; Seapower Asia Investment Limited, Singapore, July 1993 – April 1994; MP Holding Limited Group, Singapore, May 1994 – August 1995; NTI Resources Limited, Calgary, Canada, September 1995 – April 1998; PT Recapital 1997 - 2007; PT Saratoga Investama Sedaya, April 1998 – June 2015.

His political career began when he was sworn in as Deputy Governor of DKI Jakarta for the 2017-2022 period. During this period, he intensively created programs aimed at fostering entrepreneurship in Jakarta residents. He was also actively encouraging DKI Jakarta to become a halal tourist destination.

In the beginning of his leadership at the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency, Sandiaga Uno carried the concepts of innovation, adaptation, and collaboration. Innovation is needed because in a brief time there must be a fundamental change in revamping the tourism and creative economy sector. Adaptation is required considering that Indonesia is dealing with the Covid-19 pandemic so that the tourism and creative economy industry need to implement adaptations of new habit or also known as Cleanliness, Health, Safety and Environmental Sustainability (CHSE). Meanwhile, collaboration is necessary because to recover the tourism and creative economy sector requires the involvement of all parties.



H.E. Ms. Maria Esperanza Christina Garcia Frasco, Secretary, Department of Tourism, Philippines

Secretary Ma. Esperanza Christina Garcia Frasco is the current Secretary of the Department of Tourism. A multi-awarded Mayor of the Municipality of Liloan in the Province of Cebu, her transformational leadership fostered Liloan's development towards sustainability, livability, and innovation with aggressive infrastructure development, education support, economic recovery, and social protection programs earning awards for Liloan as the Top Model Municipality and Most Resilient Municipality in the Philippines.

Throughout the challenges of the pandemic and the super typhoon that recently devastated Central Visayas, she led Liloan's recovery and resurgence towards having the highest growth rate in Cebu. Under her leadership, Liloan has the distinction of being a four-time recipient of the highest audit rating given by the Commission on Audit, and it has received more than 40 good governance awards and citations from local and national award-giving bodies.

In 2021, she was awarded the Presidential Lingkod Bayan Regional Award by the Civil Service Commission, and she was ranked the Top Performing Mayor in Central Visayas, ranking number 1 among all Municipal Mayors in the entire Region 7. She was the first woman President of the League of Municipalities of the Philippines Cebu, and the National Vice President of the League of Municipalities.

A lawyer by profession, she practiced international arbitration and commercial litigation and was a professor of law prior to joining public service in 2016. For her vast experience in local governance, Vice President Sara Z. Duterte appointed then Mayor Frasco her spokesperson for the 2022 National Elections.

After winning a fresh mandate for her third and final term as Mayor in the last elections, President Ferdinand R Marcos, Jr. handpicked her to lead the Department of Tourism (DOT), a challenge she whole-heartedly accepted as she committed to support the President's vision for tourism to become one of



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

Dr. Abdulla Mausoom is the Minister of Tourism, Republic of Maldives since 6th August 2020. In April 2021, Dr. Mausoom was elected as a member of PATA Executive Board.

Dr. Mausoom started his career in Tourism Industry as an Administrative Officer in 1985 and in 2008 held the Government's Cabinet portfolios as Minister of Tourism and Civil Aviation and Minister of Environment Energy and Water.

He headed the Maldives Tourism Promotion Board from 2004 to 2008.

Dr. Mausoom also served as the High Commissioner of the Republic of Maldives to the Republic of Singapore and Non-Resident High Commissioner to New Zealand and Designated Non-Resident High Commissioner to Australia from 2019 to 2020.

As a Member of Parliament he represented Kelaa Constituency from 2009 to 2014.



Mr. Mitsuaki Hoshino **Vice Commissioner, Ministry of Land, Infrastructure, Transport** **and Tourism, Japan**

Mr. Hoshino is the Vice Commissioner of International tourism Department in Japan Tourism Agency, appointed in July 2022.

He oversees multilateral and bilateral exchanges, promotion for the visit Japan, and MICE promotion etc. He worked as Representative, Taipei Office Japan-Taiwan Exchange Association prior to the current position, after various assignment within Ministry of Economy, Trade and Industry (METI).

His career also includes a diplomatic posting at the Hong Kong SAR Office, Japan External Trade Organization (JETRO), First Secretary, Embassy of Japan in China.



Mr. Ignacio Curbelo

Director General, Ministry of Tourism, Uruguay

Experienced Lawyer with 28 years of independent practice in criminal, civil, commercial, and family law with a strong academic background and a proven track record in international representation and teaching activities. Dedicated to upholding justice and promoting legal cooperation between countries. Well-versed in legal research and writing, with a meticulous attention to detail and a thorough understanding of legal precedents and statutes.

Extensive experience in the tourism industry and recognised leadership in promoting Uruguay as a premier tourist destination, representing Uruguay at international forums, negotiating agreements, and building strong relationships with foreign counterparts.



Ms. Maria Helena de Senna Fernandes **Director, Macao Government Tourism Office, Macao, China**

Ms. Maria Helena de Senna Fernandes came on board the Marketing Department of the Macao Government Tourism Office (MGTO) in 1988, and throughout the years organized and participated in various local, Mainland and overseas tourism exhibitions, conferences, seminars and promotional activities.

In September 1998, she became Deputy Director, carrying on her dedication to destination marketing, and was appointed as MGTO Director in December 2012, before receiving the Medal of Merit for Tourism from the Macao Special Administrative Region Government in 2016.

She is a current member of the following committees of the Macao SAR Government: Tourism Development Committee, Economic Development Committee, Cultural Development Consultative Committee, Urban Planning Committee and Investment Committee.

She also acts as Macao SAR (China) Focal Point to the UNESCO Creative Cities Network, as well as a current member of the Supervisory Board - Finance and Elections of the Pacific Asia Travel Association (PATA).



Mr. Peter Semone **Founder & President, Destination Human Capital Limited** **and Chair of Executive Board, PATA**

After completing his studies in US East Coast Ivy League Universities (UPENN and Cornell), Peter Semone arrived in Asia and never returned to his native California. Over the past 30 years, he has engaged in tourism development across the Pacific Asia region spanning industry, academia, and government.

Since 2006, Peter successfully implemented multiple projects and consultancies funded by international development partners, including the Asian Development Bank, UN World Tourism Organisation, The World Bank Group, Luxembourg Development Cooperation (LuxDev) and the United States Agency for International Development (USAID).

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.

Peter currently resides in Dili, Timor-Leste where he is Chief of Party of USAID's Tourism For All Project aimed at developing tourism sector competitiveness and stimulating diversification of the country's economy.

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TECHNICAL DISCUSSION 1**



Prof. Shen Haien **China University of Political Science and Law (CUPL) &** **Expert from the UNWTO ICPT Committee**

Prof. Shen Haien is currently the associate professor in the Civil, Commercial and Economic Law School, China University of Political Science and Law.

Before joining China University of Political Science and Law, Prof. Shen was the associate professor in the International School of Law at Beijing International Studies University.

His research interests cover Travel & Tourism Law, Private Law, Property Law and Tort Law.

Prof. Shen was the visiting scholar in the Law School at Freiburg University between 2006 and 2007, and the visiting scholar in the Law School at Oregon University between 2016 and 2017.

Prof. Shen has published four books and several articles. He has rich experience in legislation and he has been working with UNWTO as the member of the Working Group for the Draft International Code for the Protection of Tourists since 2020, and the member of Working Group for the Draft Convention on the Protection of Tourists and Tourism Service Providers since 2010. Prof. Shen also joined the Working Group of UNWTO for the Draft of the Framework Convention on Tourism Ethics in 2017 in Chengdu, China.



Mr. Kelvin Lee

Assistant Director, External Affairs and Sustainability for Asia-Pacific, IATA

After completing his studies in US East Coast Ivy League Universities (UPENN and Cornell), Peter Semone arrived in Asia and never returned to his native California. Over the past 30 years, he has engaged in tourism development across the Pacific Asia region spanning industry, academia, and government.

Kelvin Lee heads the External Affairs and Sustainability team for the Asia-Pacific region at the International Air Transport Association (IATA).

IATA is the trade association for the world's airlines, representing some 300 airlines or 83% of total air traffic. IATA supports many areas of aviation activity and helps formulate industry policy on critical aviation issues.

In his role, Kelvin looks after aviation policy, government regulations, and environment and sustainability matters for the Asia-Pacific region. A key focus of his portfolio is working with governments and other stakeholders on a globally harmonized approach toward consumer protection, which will deliver value to consumers and enable the economic and social benefits that the industry can deliver.

Kelvin has extensive experience in the aviation industry and has served in both government and airline roles before joining IATA.



Mr. Ignacio Curbelo

Director General, Ministry of Tourism, Uruguay

Experienced Lawyer with 28 years of independent practice in criminal, civil, commercial, and family law with a strong academic background and a proven track record in international representation and teaching activities. Dedicated to upholding justice and promoting legal cooperation between countries. Well-versed in legal research and writing, with a meticulous attention to detail and a thorough understanding of legal precedents and statutes.

Extensive experience in the tourism industry and recognised leadership in promoting Uruguay as a premier tourist destination, representing Uruguay at international forums, negotiating agreements, and building strong relationships with foreign counterparts.



Mr. Vinay Surana

Chief Executive Officer, Asia Pacific at Allianz Partners

Vinay Surana is the Regional CEO Asia Pacific for Allianz Partners since March 2020. In this role, he is responsible for leading Allianz Partners' business across 11 markets in Asia and Australasia. He is an accomplished leader with 23 years of global experience in the insurance and financial services industry. Vinay has a successful track record of building scale and profitable businesses through effective transformation and change management.

Before joining Allianz, Vinay was Senior Vice President, Asia Pacific Head of Individual Personal Insurance with AIG Inc., Sydney, and Tokyo. He has spent 13 years with AIG in various senior leadership business and functional roles in Commercial and Consumer Insurance across different markets in Asia, North America, and Australasia.

Vinay qualified as a member of the Institute of Chartered Accountants of India in 2003. He graduated with Honors in Commerce from the University of Calcutta. Recently Vinay completed the One-year Executive leadership Diploma Program 'Asian Leadership in Financial Institution' from the National University of Singapore (NUS).

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TECHNICAL DISCUSSION 2**



Mrs. Alicia Gomez

Legal Counsel, UNWTO

Ms. Alicia Gomez has 15 years of experience in the UN, 10 years at UNWTO and UNWTO's Legal Counsel since 2017.

In this capacity, she led the process for the development of an International Code for the Protection of Tourists (ICPT), which was adopted by resolution 732(XXIV) of the UNWTO General Assembly at its 24th session held in Madrid, Spain, from 30 November to 3 December 2021.



Emily Steinmayr

Senior Legal Specialist, UNWTO

Ms. Emily Steinmayr is a legal professional with experience in the UN. Since 2017, she works for the Office of the Legal Counsel of UNWTO.

She acted as focal point for the special committee for the development of an International Code for the Protection of Tourists, which featured the unprecedented participation of 98 Full and Associate Members and 5 non-member States of UNWTO, as well as 20 observers from a diverse range of international organizations and private stakeholders



Dr. Kumi Kato

Professor, Wakayama University

Dr. Kumi Kato is a professor at Faculty of Tourism/Graduate School of Tourism, Wakayama University/Creating Happiness Incubation, Musashino University, Japan.

She is a Co-president, ISA, RC50 International Tourism, and a fellow at EarthCheck Research Institute. She holds a number of advisory positions, including advisor for the Japan Tourism Agency (sustainable tourism promotion project), Board of Directors, GSTC, and advisor for Global Himalayan Expeditions. She chaired a committee for Japan Sustainable Tourism Standard for Destinations (Japan Tourism Agency) and now supports its national implementation.

She specialises in sustainable tourism, community empowerment and resilience, especially valuing traditional ecological knowledge reflected in local industries and intangible cultural expressions. She also work with some of the coastal communities in Tohoku region, mainly Fukushima in their recovery from the 3.11 East Japan Earthquake and Tsunami.



Mr. Wong Soon-Hwa

Hon. Chairman of Tourism Management Institute of Singapore

Soon Hwa was Immediate Past Chair – PATA and current Chair of PATA Singapore Chapter. His long association with PATA dated back to 1996 and had served in various roles over the years. Recipient of the PATA Life Member Award in 2018 and PATA Award of Merit in 2008.

Soon Hwa has over 40 years of extensive experience in the Asia Pacific tourism and hospitality industry. After a long and successful corporate career, he founded AsiaChina Pte Ltd to tap on the commercial opportunities presented by the two-way trade and tourism flows between Asia and China.

As part of pay it forward, he provides pro-bono services in mentoring start-ups and undergraduates besides serving in several civic and social committees.

A Bachelor of Business Administration graduate of the National University of Singapore, he is also a Fellow of the Chartered Institute of Marketing UK and an alumnus of the Stanford Graduate School of Business.



Mr. Alexander Rayner

Director Government & Destination Relations, Amadeus

Alexander Rayner is Director Government and Destination Relations at Amadeus, specialising in the development and implementation of data-driven Amadeus for Destination management and marketing solutions to help Destinations optimise the value of the visitor economy.

He has over 40 years of experience in the travel and tourism sector including with the United Nations World Tourism Organisation (UNWTO), Pacific Asia Travel Association (PATA) and IBM.

Alex is also Special Advisor to Positium, an Estonian company specialising in Mobile Positioning Data (MPD), and an Expert Network member of the World Economic Forum (WEF). A graduate from the University of Technology, Sydney (UTS), he recently completed executive education programs at the Harvard Business School.



Mr. Arnaud Darc

CEO of Thalias Hospitality Group

Recognizing the increased demand for refined and high-class hospitality in Phnom Penh, he embarked on several highly-successful ventures, he is currently the Chief Executive Officer of the Thalias Group which owns and operates high-end restaurants of iconic brands such as TOPAZ, Malis, Khema, Siena, Yi Sang, Sevenssea, World Dining, and small luxury hotels: Arunreas and Almond Hotel. The group employs around 1,000 employees.

He is also the president of the Cambodia Restaurant Association 2021-Present and Co-Chair of the Government – Private Sector Working Group D, on Law, Tax and Governance alongside H.E Dr. AUN Pornmoniroth, Deputy Prime Minister and Minister of Economy and Finance.

Formerly, he was President of the European Chamber of Commerce- EUROCHAM from 2016 to 2020 where he works for Communications: Embrace emerging trends in communication and technology, seeking improvement in efficiency, and always promoting positively, Eurocham, its national members, their members locally, regionally, in Europe.

UNWTO Affiliate Members Roundtable



Mr. Michele Pitta

Project Specialist, UNWTO Affiliate Members Department

Mr. Michele Pitta joined the UNWTO Affiliate Members Department in 2019, where he holds the position of Project Specialist.

He is responsible for the daily dialogue and the implementation of projects and initiatives with the Affiliate Members from the Asia and the Pacific, Africa and the Middle East.

Prior to his role at UNWTO, he worked for the Spanish Agency for International Development and Cooperation (AECID) in Jordan, focusing on humanitarian affairs and cooperation projects.

He holds two Master's degrees, one from the University of Barcelona in Development Cooperation and Human Rights, and one from the University of Bologna in International Politics and Security. He also earned a Bachelor's degree in Political Sciences from the University of Trieste.



Mr. Christopher Cocker

CEO, Pacific Tourism Organization

Mr. Cocker 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 organizations in the past 25 years such as Tonga Visitors Bureau, Tourism Council of the South Pacific, World Wildlife Fund (Pacific), Pacific Trade and Invest (Auckland) Pacific Corporation Foundation (Auckland) and The Pacific Community (SPC), resulting in extensive experience working with Pacific Public and Private sector in the fields of tourism, trade and investment.

As a proud Pacific Islander, Chris is a passionate advocate of sustainable tourism development in the region



Ms. Widyasari Listyowulan

Vice President, Public Policy and Government Relations, Traveloka

As the Vice President of Public Policy, Government Relations and Sustainability of Traveloka, Ms. Listyowulan is responsible for advancing the company's interaction with the government, regulators, international agencies and communities.

Her role also includes creating the sustainability footprint of Traveloka in the region, covering Indonesia, Thailand, Vietnam, and Malaysia.

Prior to her role at Traveloka, she worked for leading tech companies, including Amazon Web Services (AWS), Intel Corporation, and Dana Indonesia as well as international organizations like UNDP and US-Indonesia Society (USINDO) in Washington DC.



Mr. Junichi (Jack) Kumada

Senior Advisor to the CEO, Global Tourism Agenda, JTB Corp.

Mr. Kumada joined JTB Corp. in 1992, and since then he focused intensively on the Japan Inbound Tour operation, especially for English speaking markets (mainly USA, Canada, New Zealand and Australia), and the JTB Japan Inbound B2C online travel website, of which he is one of the founders.

Since 2017, he has also been assigned as Chief of the Research Office at JTB Corp. From 2014 to 2017, endorsed by the Commissioner of Japan Tourism Agency - Ministry of Land, Infrastructure, Transport and Tourism, he also worked as a Senior Officer at the UNWTO Regional Department for Asia and the Pacific, where he assisted Member States and UNWTO Affiliate Members in Asia and the Pacific region.



Dr. Hiram Ting

Director, Responsible Borneo

Dr. Hiram is the Director of Responsible Borneo (REBORN) and Chairman of Sarawak Research Society.

He is currently attached to UCSI University Sarawak Campus in Malaysia as Associate Professor. He serves as the Editor-in-Chief of the Journal of Responsible Tourism Management (JRTM) and Asian Journal of Business Research (AJBR).

Due to his works in mobilizing knowledge into practice as well as empowering youth and communities, he is appointed as the first Ambassador of Emerald Publishing in East Asia.

In the last three years, he founded two scholarly-cum-praxis bodies, namely Southeast Asia Research Academy (SEARA) and International Centre for Responsible Tourism in Southeast Asia (ICRT-SEA). He was recently included in the UNWTO Panel of Tourism Experts.



Mr. Luu Meng

President, Cambodia Tourism Federation

Mr. Luu Meng is born in Cambodia and have worked in the kitchens of five-star hotels belonging to the Sofitel and Sunway groups during his early working years and gained overseas exposure with the chain at its hotels in Singapore, Thailand, and Malaysia.

He is also the ambassador to promote and propel Cambodian cuisine into the world stage. In 2005, he established Malis Restaurant. Malis has been bestowed with the title of the 'Best Cambodian Cuisine' by the Ministry of Tourism of Cambodia and awarded Restaurant of the Year in Cambodia by the International Travel Expo.

Since 2016 he is the President of the Cambodia Tourism Federation, representing the collective interest of the tourism private sector in addressing key issues and challenges of the sector in Cambodia. Luu Meng is also the Director of Thalias Hospitality Group, President of the Academy of Culinary Arts Cambodia - under the Professional Institute of Excellence - Co-Chairman of Private Sector Tourism Working Group B – Tourism Sector. Previously he was the Vice President of ASEAN Hotel Association and President of the Cambodian Hotel Association.