



15th IFTM – UNWTO TRAINING PROGRAMME

LEVERAGING THE MEETINGS INDUSTRY AND GASTRONOMY TO CHAMPION THE AGENDA OF SUSTAINABLE TOURISM DEVELOPMENT

18 – 23 September 2023

Venue: MGM Cotai, MACAO, CHINA

PROGRAMME

- as of 14 September 2023

ARRIVAL DATE – Sunday, 17 September 2023

All Day

Arrival

DAY 1 – Monday, 18 September 2023

09:00 – 09:30

Registration of the participants
(in front of MGM Cotai Grand Salon)

Master of Ceremony: Dr Ubaldino Couto, Assistant Professor, Macao Institute for Tourism Studies (IFTM)
(Venue: MGM Cotai Grand Salon)

Opening session

09:30 – 09:50

- Opening remarks by **Dr Fanny Vong**, President, Macao Institute for Tourism Studies (IFTM)
- Welcome remarks by **Mr Harry Hwang**, Director, Regional Department for Asia and the Pacific, World Tourism Organization (UNWTO)
- Congratulatory remarks by **Ms Pansy Ho**, Vice Chairman & Secretary-General of Global Tourism Economy Forum (GTEF)

09:50 – 10:00

Group photo

Thematic discussion: The meetings industry

10:00 – 10:20

Session I: Keynote Speeches

- World and regional trends in the meetings industry by **Prof Leonardo (Don) A.N. Dioko**, Professor, Macao Institute for Tourism Studies
- Optimizing the synergy of festivals and events with tourism: Utilizing research for informed policymaking by **Prof Xiaoming Zhang**, Sun Yat Sen University

10:20 – 10:40



- 10:40 – 11:00
- “Showcasing Macao to the world through Events” by **Ms Synthia Chan**, Chairperson of the Macau Fair and Trade Association
- 11:00 – 11:20
- Coffee break
- 11:20 – 12:20
- Session II: Panel discussion – The power of the meetings industry for destinations**
- Moderator: **Dr Ubaldino Couto**, Assistant Professor, Macao Institute for Tourism Studies (IFTM)*
- Speakers:
- **Prof Leonardo (Don) A.N. Dioko**, Professor, Macao Institute for Tourism Studies (IFTM)
 - **Prof Xiaoming Zhang**, Sun Yat Sen University
 - **Ms Synthia Chan**, Chairperson of the Macau Fair and Trade Association
 - **Dr Iwan Dietschi**, Senior Vice President of Hospitality, MGM China
- Q&A session**
- 12:20 – 14:00
- Networking lunch hosted by Macao Institute for Tourism Studies (IFTM)**
(Venue: HAO GUO, MGM Cotai)
- 14:00 – 14:45
- Session III: Development and role of the meetings industry**
- Lecture: Destination factors for the meetings industry development by **Dr Sherry Tan**, Assistant Professor, Macao Institute for Tourism Studies (IFTM)
- 14:45 – 15:30
- Lecture: Diversifying a destination image through business events by **Dr Hazel Xu**, Assistant Professor, Macao Institute for Tourism Studies (IFTM)
- 15:30 – 15:50
- Coffee break
- 15:50 – 16:35
- Lecture: Empowering the future of the meetings industry: exploring the role of public-private partnerships by **Prof Penny Wan**, Professor, Macao Institute for Tourism Studies (IFTM)
- 16:35 – 17:00
- Free time
- 17:00 – 17:30
- Transfer to Macao Institute for Tourism Studies (IFTM)
- 17:30 – 18:30
- Macao Institute for Tourism Studies (IFTM) campus tour**
- 18:30 – 20:30
- Welcome dinner hosted by Macao Institute for Tourism Studies (IFTM)**
(Venue: Macao Institute for Tourism Studies (IFTM) Educational Restaurant)

DAY 2 – Tuesday, 19 September 2023

Master of Ceremony: IFTM

(Venue: MGM Cotai Grand Salon)

09:30 – 10:30

Session IV: Best practice case studies on the meetings industry
Moderator: **Mr Benjamin Long**, Programme Analyst, Regional Department for Asia and the Pacific, World Tourism Organization (UNWTO)

Country presentations (15' each)

- Cambodia
- Indonesia
- Malaysia

10:30 – 10:50

Coffee break

Thematic discussion: Gastronomy tourism

Session V: Development of gastronomy tourism and the vision for the future

10:50 – 11:00

- Video presentation: Gastronomy tourism – creating value for destinations by **Ms Sandra Carvao**, Director, Tourism Market Intelligence and Competitiveness, World Tourism Organization (UNWTO)

11:00 – 11:20

- Presentation: The Michelin Green Star: “What it is and how the IFTM’s Educational Restaurant earned it?” by **Mr Miguel Gassmann de Oliveira**, Lecturer, Macao Institute for Tourism Studies (IFTM)

11:20 – 12:20

- Presentation: UNWTO & BCC guidelines for the development of gastronomy tourism for destinations by **Mr David Mora Gómez**, Master coordinator, Basque Culinary Center

12:20 – 14:00

Lunch on own arrangement

14:00 – 14:20

- Keynote Speech: Building the talent of the future for gastronomy tourism by **Mr Jean-Philippe Zahm**, General Manager, Ducasse Paris

14:20 – 14:40

Session VI: UNWTO gastronomy tourism product development project

Presentation: Developing gastronomy tourism in Ubud, Bali, Indonesia by **Ms Ismayanti Istanto**, Lecturer / R&D, University of Sahid / Indonesia Gastronomy Network

14:40 – 15:00

Session VII: Green gastronomy: The art of sustainability

- Presentation: The Impact of food loss on sustainable tourism by **Ms Sakiko Yamada**, President of the Academy of Gastronomy Japan



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- 15:00 – 15:20 • Presentation: Further “Greening” Gastronomy Tourism – A food life cycle approach undertaken at Wynn by **Ms Ruby O**, Executive Director - Sustainability and Environmental, Social & Governance, Wynn Macau and Wynn Palace
- 15:20 – 15:50 **Special Session**
Presentation and demonstration: Development of ASEAN-Korea tourism and gastronomic arts and KIMBOP artwork performance by **ROCKCHEF**
- 15:50 – 16:10 Coffee break
- 16:10 – 17:10 **Session VIII: Panel discussion – The power of gastronomy tourism for destinations**
Moderator: Dr Joe Yong Zhou, Assistant Professor, Macao Institute for Tourism Studies (IFTM)
- Speakers:
- **Mr Jean-Philippe Zahm**, General Manager, Ducasse Paris
 - **Mr David Mora Gómez**, Master coordinator, Basque Culinary Center
 - **Ismayanti Istanto**, Lecturer / R&D, University of Sahid / Indonesia Gastronomy Network
 - **Ms Sakiko Yamada**, President of the Academy of Gastronomy Japan
 - **Ms Ruby O**, Executive Director - Sustainability and Environmental, Social & Governance, Wynn Macau and Wynn Palace
- Q&A session**
- Free evening

DAY 3 – Wednesday, 20 September 2023

- 09:00 – 09:30 **Transfer to Macao Institute for Tourism Studies (IFTM)**
- Master of Ceremony: IFTM**
(Venue: IFTM Pousada Conference Room)
- 09:45 – 10:45 **Session IX: Best practice case studies on gastronomy tourism**
Moderator: Ms Joyce Marian Magsino, Manager, International Affairs Group, UNWTO Regional Support Office for Asia and the Pacific (RSOAP)
- Country presentations (15' each)
- Lao PDR
 - Myanmar
 - Viet Nam
- 10:45 – 11:00 Coffee break

Concluding Session

11:00 – 11:10	Session X: Leveraging the meetings industry and gastronomy Conclusion: Enhancing events by showcasing local gastronomy by Dr Ubaldino Couto , Assistant Professor, Macao Institute for Tourism Studies (IFTM)
11:10 – 11:40	• Certificate presentation • Closing remarks by Dr Fanny Vong, President, Macao Institute for Tourism Studies (IFTM) • Closing remarks by Mr Harry Hwang, Director, Regional Department for Asia and the Pacific, World Tourism Organization (UNWTO)
11:40 – 11:50	Group photo
12:00 – 13:30	Lunch hosted by Macao Institute for Tourism Studies (IFTM) (Venue: Macao Institute for Tourism Studies (IFTM) Educational Restaurant)
	Free afternoon and evening

DAY 4 – Thursday, 21 September 2023

Morning	Global Tourism Economy Forum – Opening keynote (Venue: Galaxy International Convention Center Hall A&B)
Noon	GTEF 10th anniversary lunch (Venue: Wynn Palace 1/F, Grand Theatre)
Afternoon	Keynote & special interview & panel session (Venue: Galaxy International Convention Center, 2/F Auditorium)
Evening	Shanghai dinner (Venue: Grand Hyatt Macau, 1/F Grand Ballroom)

DAY 5 – Friday, 22 September 2023

Morning	Keynote & special interview & panel session (Venue: Galaxy International Convention Center, 2/F Auditorium)
Noon	Lunch on own arrangement
Afternoon	Keynote & special interview & panel session Closing ceremony (Venue: Galaxy International Convention Center, 2/F Auditorium)
	Free evening



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DAY 6 – Saturday, 23 September 2023

09:30 – 17:00	Technical tour (optional)
09:30 – 12:30	Site visit
12:30 – 14:00	Lunch on own arrangement
14:00 – 17:00	Chinese culture experience session
	Free evening

DEPARTURE DATE – Sunday, 24 September 2023

All Day	Departure
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