



澳門旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA DE MACAU
Macao Institute for Tourism Studies

In collaboration with



15th IFTM-UNWTO Training Programme

“Leveraging the Meetings Industry and
Gastronomy to Champion the Agenda of
Sustainable Tourism Development”

Macao, China
18 – 23 September 2023



Background



The Macao SAR Government signed a Memorandum of Understanding with the United Nations World Tourism Organization (UNWTO) in 2015, aiming to further cooperate in the cultivation of tourism talents and the promotion of sustainable development of the tourism industry. In 2016, Macao Institute for Tourism Studies established the [Global Centre for Tourism Education and Training](#) to carry out cooperative projects with the World Tourism Organization to enhance the quality of human capital and increase the competitiveness of tourism destinations, particularly in the Asia Pacific Region.

According to the training and technical assistance needs of its member states, the UNWTO provides the Centre with a list of nominated participants, for the Centre to arrange training and suitable activities. As of July 2023, the Centre has organised 14 training programmes in collaboration with the World Tourism Organization, with a total of 361 tourism officials and industry representatives participating, among which 284 participants were from countries and regions along the “Belt and Road”.

In addition, the Centre has also provided training to 278 government representatives and industry professionals from Mainland China, Macao SAR, as well as the Portuguese-speaking countries.



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Introduction



In collaboration with the World Tourism Organization (UNWTO), the Macao Institute for Tourism Studies (IFTM) will organize the **15th IFTM-UNWTO Training Programme on "Leveraging the Meetings Industry and Gastronomy to Champion the Agenda of Sustainable Tourism Development"** with the kind support from the [Global Tourism Economy Forum \(GTEF\)](#) and sponsorship provided by [MGM](#).

In conjunction of the 10th edition of the GTEF, the event will take place from **18 – 23 September 2023 in Macao, China.**

Tailored to the ASEAN countries' sub-regional context, this edition of the Training Programme aims to provide participants with an in-depth understanding of Meetings Industry and Gastronomy Tourism, to promote sustainable planning practices, cultivate expertise, facilitate destination branding, and to foster a platform for knowledge and insights exchange.



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ARRIVAL DATE – Sunday, 17 September 2023

All Day Arrival

DAY 1 – Monday, 18 September 2023 (Venue: MGM Cotai Grand Salon)

09:00 – 09:30 Registration of the participants

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**



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DAY 1 – Monday, 18 September 2023 (Cont')

Thematic discussion: The meetings industry

Session I: Keynote Speeches

- | | |
|---------------|--|
| 10:00 – 10:20 | • World and regional trends in the meetings industry by Prof Leonardo (Don) A.N. Dioko , Professor, Macao Institute for Tourism Studies |
| 10:20 – 10:40 | • Optimizing the synergy of festivals and events with tourism: Utilizing research for informed policymaking by Prof Xiaoming Zhang , Sun Yat Sen University |
| 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
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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



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DAY 1 – Monday, 18 September 2023 (Cont')

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)



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DAY 2 – Tuesday, 19 September 2023 (Venue: MGM Cotai Grand Salon)

Master of Ceremony: IFTM

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: Sustainability and best practices of Macao's first Michelin Green Star Restaurant by **Mr Miguel 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



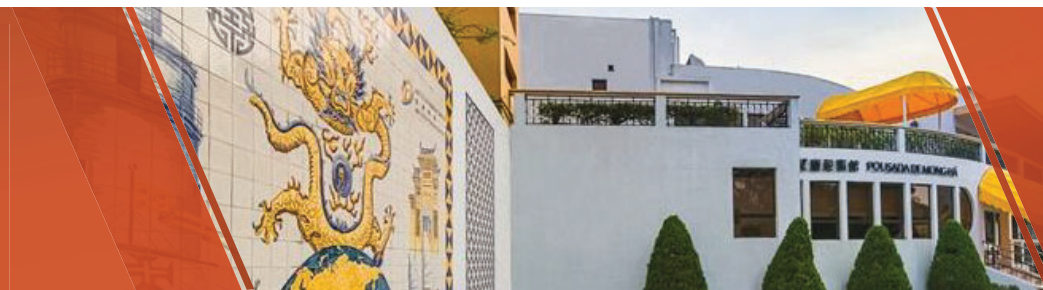
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Macao Institute for Tourism Studies

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DAY 2 – Tuesday, 19 September 2023 (Cont’)

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
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



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DAY 2 – Tuesday, 19 September 2023 (Cont’)

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
- **Ms 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



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DAY 3 – Wednesday, 20 September 2023 (Venue: IFTM Pousada Conference Room)

09:00 – 09:30 **Transfer to Macao Institute for Tourism Studies (IFTM)**

Master of Ceremony: IFTM

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)



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Macao Institute for Tourism Studies

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DAY 3 – Wednesday, 20 September 2023 (Cont’)

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) <i>(Venue: Macao Institute for Tourism Studies (IFTM) Educational Restaurant)</i>
	Free afternoon and evening

DAY 4 – Thursday, 21 September 2023

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



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DAY 5 – Friday, 22 September 2023

Morning	Global Tourism Economy Forum – Opening keynote (<i>Venue: Galaxy International Convention Center, 2/F Auditorium</i>)
Noon	Lunch on own arrangement
Afternoon	Keynote & special interview & panel session Closing ceremony (<i>Venue: Galaxy International Convention Center, 2/F Auditorium</i>)
	Free evening

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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Macao Institute for Tourism Studies

Opening session

Speakers



Dr Fanny Vong

President

Macao Institute for Tourism Studies



Mr Harry Hwang

Director, Regional Department for Asia
and the Pacific
UNWTO



Ms Pansy Ho

Vice Chairman & Secretary-General of
Global Tourism Economy Forum (GTEF)

Master of Ceremony



Dr Ubaldino Couto

Assistant Professor
Macao Institute for Tourism Studies



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Session I: Keynote Speeches



Speakers



Prof Leonardo (Don) A.N. Dioko
Professor
Macao Institute for Tourism Studies



Prof Xiaoming Zhang
Professor
Sun Yat-sen University, China



Ms Synthia Chan
Chairperson
Macau Fair and Trade Association



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Session II: Panel discussion – The power of the meetings industry for destinations



Panelists



Prof Leonardo
(Don) A.N. Dioko
Professor
Macao Institute for Tourism
Studies



Prof Xiaoming
Zhang
Professor
Sun Yat-sen University,
China



Ms Synthia Chan
Chairperson
Macao Fair and Trade
Association



Dr Iwan Dietschi
Senior Vice President of
Hospitality
MGM China

Moderator



Dr Ubaldino Couto
Assistant Professor
Macao Institute for Tourism Studies



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Session III: Development and role of the meetings industry

Speakers



Dr Sherry Tan
Assistant Professor
Macao Institute for Tourism Studies



Dr Hazel Xu
Assistant Professor
Macao Institute for Tourism Studies



Prof Penny Wan
Professor
Macao Institute for Tourism Studies



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

Speakers



Ms Sandra Carvao
Director, Tourism Market
Intelligence and Competitiveness
UNWTO



Mr Miguel Gassmann de
Oliveira
Lecturer
Macao Institute for Tourism Studies



Mr David Mora Gómez
Master coordinator
Basque Culinary Center



Mr Jean-Philippe Zahm
General Manager
Ducasse Paris



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Session VI: UNWTO gastronomy tourism product development project



Speakers



Ms Ismayanti Istanto
Lecturer / R&D
University of Sahid/Indonesia
Gastronomy Network



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Session VII: Green gastronomy: The art of sustainability



Speakers



Ms Sakiko Yamada
President
Academy of Gastronomy Japan



Ms Ruby O
Executive Director
Sustainability and Environmental
Social & Governance
Wynn Macau and Wynn Palace



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Macao Institute for Tourism Studies

Special Session

Speakers



ROCKCHEF



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INSTITUTO DE FORMAÇÃO TURÍSTICA DE MACAU
Macao Institute for Tourism Studies

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Session VIII: Panel discussion – The power of gastronomy tourism for destinations



Panelists



Mr Jean-Philippe Zahm
General Manager
Ducasse Paris



Mr David Mora Gómez
Master coordinator
Basque Culinary Center



Ms Ismayanti Istanto
Lecturer / R&D
University of Sahid/Indonesia
Gastronomy Network



Ms Sakiko Yamada
President
Academy of Gastronomy Japan



Ms Ruby O
Executive Director
Sustainability and Environmental
Social & Governance
Wynn Macau and Wynn Palace

Moderator



Dr Joe Yong Zhou
Assistant Professor
Macao Institute for Tourism Studies

Concluding session

Speakers



Dr Fanny Vong
President
Macao Institute for Tourism Studies



Mr Harry Hwang
Director, Regional Department for Asia
and the Pacific
UNWTO



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Speaker



Leonardo (Don) A.N. Dioko, Ph.D., is Professor at the Institute for Tourism Studies, Macau (IFT), where he lectures principally in the areas of marketing and management especially in the subjects of consumer behavior, research methods, and tourism and hospitality marketing. He is also Director of IFTM's Tourism Research Centre (ITRC, <https://itrc.iftm.edu.mo>), which has conducted several policy research commissioned by the Macau S.A.R. Government, including studies on Macau's Tourism Carrying Capacity as well as those related to Macau's tourism policy development and significant social issues.

In addition to public policy research, Don's scholarly investigations cover destination branding and tourism marketing, evaluating, and managing the impacts of rapid tourism growth, sustainable issues in the MICE sector, and examining visceral aspects of travel behavior and psychology. His close research collaboration with Dr. Julie Whitfield of Bournemouth University (UK) has yielded several notable studies in making the MICE industry more environmentally sustainable and socially responsible, economically competitive, and critical to destination branding and tourism development.



Prof Leonardo (Don) A.N. Dioko
Professor
Macao Institute for Tourism Studies



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Macao Institute for Tourism Studies

Speaker



Ms Synthia Chan is the Chairperson of the Macau Fair and Trade Association and the Director of Business Development at Macau Tower Convention & Entertainment Centre. She has an extensive background in events, sales and business development; an expert in catering, budgeting, food and beverage, event planning, and hotel management. Synthia began her career in the leisure, travel and tourism industry after obtaining her joint degree Bachelor of Business Administration (B.B.A.) in Hotel, Motel Administration and Management from University of Massachusetts, Amherst, United States and International Colleges of Hospitality Administration (ICHA), Switzerland. She is highly experienced in the meetings industry, organised a number of significant events, including the mastermind behind the bidding of UFI Asia-Pacific Conference in Macao. Synthia obtained the prestigious Exhibitions Management Degree certification from UFI The Global Association of the Exhibition Industry. She represents MFTA in various UFI events such as association committee meeting, UFI Global Exhibition Day, etc. She is also the Past President of the Rotary Club of Macau, an initiative very close to her heart in serving the community, and currently holding various positions at Club and District Levels.



Ms Synthia Chan
Chairperson
Macau Fair and Trade Association



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Macao Institute for Tourism Studies

Speaker



Professor Xiaoming Zhang is currently teaching at the School of Tourism, Sun Yat-sen University, China. He received a bachelor's degree in urban and regional planning (2001, Peking University) and a doctoral degree in human geography (2006, Sun Yat-sen University). His main research interests are leisure activities and human development, festival culture and social development, tourism planning and regional development. He has extensive experience in teaching festivals and special events, tourism and rural revitalization, and tourism community development. He has presided over 3 research projects granted by the National Natural Science Foundation of China, published more than 60 articles and short essays in academic journals, co-edited and published 2 textbooks, and has long served *Tourism Management*, *Annals of Tourism Research*, *Tourism Geographies*, *Journal of Destination Management & Marketing* and other important academic journals as anonymous reviewers, participated in or presided over more than 50 consulting projects such as tourism development planning. He is currently a member of the Tourism Discipline Construction Expert Committee of the China Tourism Association.



Prof Xiaoming Zhang
Professor
Sun Yat-sen University, China

Speaker



Dr Dietschi leads the hospitality division of MGM including Hotel, Food and Beverage, and Retail Operations. He joined in 2021 and was part of the company's retendering efforts for the license renewal for the next 10 years. He is a dedicated leader and hospitality expert and assists the various divisions with day-to-day operations, involving service excellence, business recovery, product enhancement and development. Prior to MGM, he served as multi-property Vice-President at Marriott International, Luxury, overseeing eight properties in Mainland China, including The Ritz Carlton and St. Regis in Shenzhen, The Ritz-Carlton and the W in Guangzhou, The Ritz-Carlton, St. Regis, and the W in Chengdu, as well as The Ritz Carlton Harbin and Jiuzhaigou at the pre-opening stage.

Dr Dietschi possesses more than twenty-eight years of luxury hotel knowledge and experience, working in 13 countries and four continents, including 23 hotel openings, and was a member of The Ritz-Carlton Global General Manager Service Excellence team. Being a native Swiss, Dr Dietschi speaks fluent French, German and English. He graduated from the world-renowned École Hôtelière de Lausanne, Switzerland; received his Executive MBA from California State University, Monterey Bay, in 2012, and his Doctor of Business Administration from the College of Management and Technology at Walden University (USA) in 2018. He published his first book titled "Mastering Hospitality" in 2021 and is a frequent speaker at Universities.



Dr Iwan Dietschi
Senior Vice President of Hospitality
MGM China



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Macao Institute for Tourism Studies

Speaker



Dr Xiuchang (Sherry) TAN is an assistant professor at Macao Institute for Tourism Studies (IFTM) in Macao. Her research interests include event management, destination branding, tourist behavior, heritage and culture. Her publications appear on Tourism Management, Journal of Vacation Marketing, International Journal of Contemporary Hospitality Management, Tourism Management Perspectives and Event Management. She also has been actively involved in consultancy projects in the areas of service quality, tourism market and tourist behavior, event management, human resource development for Macao Government Tourism Office, Macao Trade and Investment Promotion Institute, Cultural Affairs Bureau of Macao SAR Government, Talents Development Committee of the Macao SAR Government.



Dr Sherry Tan
Assistant Professor
Macao Institute for Tourism Studies

Speaker



Dr Yueying Hazel Xu is an assistant professor at the Macao Institute for Tourism Studies. Dr. Xu earned her PhD in Tourism and Hospitality Management from Virginia Tech in the U.S. in 2009. She teaches courses in the subjects of event management, marketing management, and research methods. Her research interests are in tourist consumer behaviors, marketing for hospitality and tourism, and event management. She has published articles with leading journals including Tourism Management, International Journal of Hospitality Management, Event Management, and International Journal of Contemporary Hospitality Management. She has also led a few consultancy projects in tourism and event for the Macao government agents.



Dr Hazel Xu
Assistant Professor
Macao Institute for Tourism Studies

Speaker



Prof Wan is a Professor at the Macao Institute for Tourism Studies (IFTM). She has taught tourism, hospitality, and integrated management courses, as well as supervised student dissertations from the undergraduate to PhD levels. She is a tourism consultant with a wide range of project experience and has provided training to hotels, casinos, and integrated resorts. She has published in top-tier tourism and hospitality journals. Her research interests include tourism planning, tourism policy and governance, accessible tourism, and integrated resort management.



Prof Wan Yim King Penny
Professor
Macao Institute for Tourism Studies

Speaker



Sandra Carvão is Director of Tourism Market Intelligence and Competitiveness at the World Tourism Organization (UNWTO) since June 2018. Before that, she was Chief of Communications and Publications for 8 years until May 2018 where she was responsible for UNWTO's strategic positioning.

Prior to this post, Sandra was Deputy Chief at UNWTO's Market Trends, Competitiveness and Trade in Tourism Services Department between 2007 and 2010. During this period, Sandra coordinated the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008-2009 on tourism. Prior to joining UNWTO in 2003, Sandra held a position as market manager in the Portuguese National Tourist Office in Lisbon. Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.



Ms Sandra Carvao
Director, Tourism Market Intelligence and
Competitiveness
UNWTO

Speaker



Miguel Gassmann de Oliveira has over 30 years' experience in the hotel and hotel education industry with a focus on Food and Beverage. He has been teaching Hotel and Food and Beverage related courses at the Institute for Tourism Studies of Macau for the past 18 years. He is also very experienced in judging Restaurant Service competitions where he has been the Expert for the World Skills Restaurant competition for Macau. At present he is lecturing on Theory and Practice of Restaurant and Bar, as well teaching Kitchen related courses as part of the Culinary Arts program.



Mr Miguel Gassmann de Oliveira
Lecturer
Macao Institute for Tourism Studies

Speaker



David Mora has been chosen for four consecutive years (20 through 23) as one of the “Top 150 most influential professionals in Spain’s tourism”. He started his career in the travel and tourism industry in 1995. Since then, he has had the chance to work on different areas, such as destination marketing, hotel management, consulting, and UG and PG education. He holds a Diploma in Tourism by Universidad de Deusto (Spain), B.A. in Tourism by Universidad Nebrija (Spain) and a master’s degree in Tourism Management by Bournemouth University (UK). He has managed several postgraduate studies in Tourism at different colleges and business schools. He currently coordinates the master’s in food Tourism at Basque Culinary Center (San Sebastián, Spain). He has been involved in food and wine tourism-related projects since 2004.



Mr David Mora Gómez
Master coordinator
Basque Culinary Center



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Macao Institute for Tourism Studies

Speaker



Jean-Philippe Zahm spent more than 15 years in major 3 Michelin star establishments and alongside chefs such as Alain Chapel or Robert Bardot. He continued his career as teacher of French gastronomic culture in Japan and spent seven years working on the international development of the Ritz Escoffier School. In 2004, he became responsible for catering at the Hôtel de Crillon in Paris before turning to the retail sale of culinary products and taking part in the opening and development of several concepts in London (for Daylesford Organic and Maison Ladurée). He joined again the Ritz Paris as Brand Director and in 2017, decided to move back to Japan and to work closely with Alain Ducasse for the development of the restaurants, but also the Manufacture du Chocolat Alain Ducasse and new development to come.



Mr Jean-Philippe Zahm
General Manager
Ducasse Paris

Speaker



Ismayanti is graduated from Bournemouth University, UK in MSc Tourism Management and currently studying in Management Science Doctorate Programme in Open University Indonesia. Maya, her nickname, is an academician in Faculty of Economics and Business, University of Sahid Indonesia, and a tourism consultant in platform www.indonesiagastronomynetwork.com or called IGN.

Gastronomy tourism has been her interest for the past five years. On going projects are: UNWTO Gastronomy Tourism Product Development Project in Ubud Bali - in collaboration with Ministry of Tourism and Creative Economy Republic of Indonesia (2019); national gastronomy of Indonesia - partnering with Google in www.artsandculture.google.com/partner/indonesia-gastronomy-network (2020) and narration of 'Indonesia Spice Up the World' - a nation collaborated program to promote gastronomy in Indonesia (2021).



Ms Ismayanti Istanto
Lecturer / R&D

University of Sahid/Indonesia Gastronomy Network

Speaker



Sakiko Yamada was rewarded decoration from His Majesty the King Felipe VI of the Kingdom of Spain (Commander of the Order of Isabel La Católica.)

Academy of Gastronomy Japan, President
FOOD LOSS BANK, Inc. CEO President
Splendent Media,LLC, President
The Asia's 50 Best Restaurants - Official Ambassador

(In 2011 she was appointed to be President of the International Academy of Gastronomy of Japan, the first official branch of the academy in all of Asia by Rafael Anson.)

- Cabinet Office's Cool Japan Producer
- Committee for Tokyo Metropolitan Government

Awards

- "WOMAN OF INFLUENCE" Award by VEUVE CLICQUOT (LVMH group)
- Her film "Wilde Salomé," starring and directed by Al Pacino won the "Jaeger LeCoultre Glory to the Filmmaker Award" at the Venice International Film Festival
- Sustainable Awards by Japan Times



Ms Sakiko Yamada
President
Academy of Gastronomy Japan



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INSTITUTO DE FORMAÇÃO TURÍSTICA DE MACAU
Macao Institute for Tourism Studies

Speaker



Ruby O, FCIEH, MBA

Executive Director of Sustainability and ESG of Wynn Macau and Wynn Palace, who putting sustainability purpose into practices and facilitate developing of sustainability strategies that balanced with ESG challenges and opportunities that tailored to regional contexts. Throughout her 15 years leadership journey with multinational food sectors and integrated resorts, Ruby has successful track records in champion projects on collective values proposition with outstanding best practices and award recognitions. One of her notable sustainability initiatives has been taking a food life cycle approach to carbon reduction throughout the value-chain of food and beverage operations. This initiative was awarded the 2022 Pacific Asia Travel Association (PATA) Sustainability and Social Responsibility Grand Award out of 136 entries.

Ruby actively engages and participates in the community in promoting food literacy, circular economy and SDGs awareness. She is a Fellow of the Chartered Institute of Environmental Health (CIEH) UK and a member of the expert committees for the Bay Area Standards organized by the Guangdong Institute of Standardization (GDIS), appointed Environmental Advisory Committee member of Macau SAR, an industrial leading professional who participates as regular speaker and panelist at international and regional seminar on food safety and SDGs matters.



Ms Ruby O

**Executive Director
Sustainability and Environmental
Social & Governance
Wynn Macau and Wynn Palace**



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INSTITUTO DE FORMAÇÃO TURÍSTICA DE MACAU
Macao Institute for Tourism Studies

Speaker



- GASTRONOMY TOURISM STYLIST
- Gyeongsangbuk-do Public Relations Ambassador
- Official public relations ambassador for Pohang City, Yeosu City, Boryeong City, and Goheung County
- Korea Kimbop Promotional Ambassador
- 6th Farm Convergence Industry Coaching Expert
- Former CEO of Blue House Sarangchae Korean Food Promotion Center



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Macao Institute for Tourism Studies

UNWTO

Moderator



Dr Ubaldino Couto lectures in both theory and practical courses in festivals and events. His research interests are in diaspora festivals and equality, diversity and inclusion in events, safeguarding cultural festivals and the Macanese identity. His PhD explored the role of diaspora festivals in encouraging social inclusion. Dr Couto is highly experienced in conference organisation, scholarly editorial work, pedagogy committees and has an extensive network with the industry. Prior to joining academia, he spent some time in the tourism and hospitality sector both in the UK and Macao. Dr Couto is the curator of this training programme, a theme very close to his heart and academic specialism.



Dr Ubaldino Couto
Assistant Professor
Macao Institute for Tourism Studies

Moderator



Dr Joe Yong Zhou is an assistant professor at the School of Hospitality Management at the Macao Institute for Tourism Studies. He started his career in the hospitality industry and obtained a Master's degree in Tourism Planning and a Ph.D. degree in tourism event impact analysis. Joe teaches a variety of tourism and hospitality courses at both undergraduate and graduate levels and supervises graduate dissertations. He pursues academic research and publishes papers in the fields of tourism impact analysis, event management, destination development, and tourist behavior analysis.



Dr Joe Yong Zhou
Assistant Professor
Macao Institute for Tourism Studies

Moderator



Mr Benjamin long holds a Master's degree in Business Administration and boasts over a decade of experience in both the public and private sectors of the Travel and Tourism industry.

In 2021, he embarked on a significant journey by joining the UNWTO as a Programme Analyst in the Regional Department for Asia and the Pacific, becoming the first Junior Professional Officer (JPO) sent by the Macao SAR Government. In this role, he shoulders the responsibilities of coordinating, implementing, and overseeing activities aimed at benefiting UNWTO Member States in the Asia and the Pacific region. He collaborates closely with the Ministry of Tourism and regional stakeholders, actively seeking funding and sponsorships from potential donors to support special projects.

Prior to his mission at the UNWTO, Benjamin worked at the Macao Government Tourism Office (MGTO), where he was involved in several key community tourism development projects and participated in major international mega events hosted in Macao, China.



Mr Benjamin long

Programme Analyst

Regional Department for Asia and the Pacific

UNWTO



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Macao Institute for Tourism Studies

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Moderator



Ms Marian Magsino joined the UNWTO Regional Support Office for Asia and the Pacific, currently stationed in Nara, Japan in March 2022. The Regional Support Office is involved in activities within Japan and in the region, including Research & Technical Cooperation, Promotion of UNWTO Initiatives and Activities, as well as partnership building.

Prior to joining the RSOAP, she worked for the Philippine Department of Tourism, the government agency mandated to develop and promote tourism in the Philippines, from 2015 to 2021. She graduated from the University of the Philippines- Asian Institute of Tourism and briefly joined the private sector where she was exposed to resort sales and marketing divisions.

Her experience in the government includes tourism product and market development, coordination, and collaboration in different levels of the government (national and local government units) and financial and budgeting processes for her previous division's programs and projects in the national tourism organization.



Ms Marian Magsino

**Manager, International Affairs Group
Regional Support Office for Asia and the Pacific
(RSOAP), UNWTO**



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Cultural Experience on 23 Sep 2023



Dr. Tammy Ku is responsible for tourism transportation management, services management, and practical courses in the field of tourism. Her career in the tourism industry began with a specialization in aviation, and she holds a master's degree in Business Administration and Aviation Management. She further pursued a Doctoral degree in Hospitality and Tourism Management, focusing on tourism movement and behavior. Dr. Ku is a licensed IATA instructor for multiple IATA air transport courses. In addition to her teaching responsibilities, she dedicates a significant portion of her time to voluntary work in community and charity services. She serves as a consultant, holds honorary positions, and plays leading roles in various chambers of commerce and associations in Macau SAR.



Dr. Tammy Ku
Lecturer

Macao Institute for Tourism Studies

Cultural Experience on 23 Sep 2023



Dr. Lee Chau Ping, a renowned calligrapher and Chinese Lingnan Artist, currently holds the position of visiting professor in calligraphy and painting at the Beijing Institute of Technology. He is recognized as a National Artist of China due to his exceptional contributions to the field.

Besides his artistic pursuits, Dr. Lee also holds a license as a Chinese medicine practitioner and is officially registered in Macau SAR. He possesses an impressive educational background, having obtained a Master of Business Administration degree from the Royal University of Canada, a Doctor of Philosophy in Management from Princeton University in the United States, and a Doctor of Business Administration from Renmin University of China.

With over 50 years of experience, Dr. Lee has dedicated himself to the practice of Chinese Calligraphy and Lingnan painting. His remarkable collection can be found in museums across China, including Macau SAR, Hong Kong SAR, and Taiwan province. Additionally, his works are exhibited and collected by museums in countries such as the United States, the United Kingdom, Canada, France, Australia, Belgium, Portugal, Japan, South Korea, Singapore, Malaysia, Indonesia, and Thailand.



Dr. Lee Chau Ping

**President of Arts, Painting and Calligraphy Association
of Macau**



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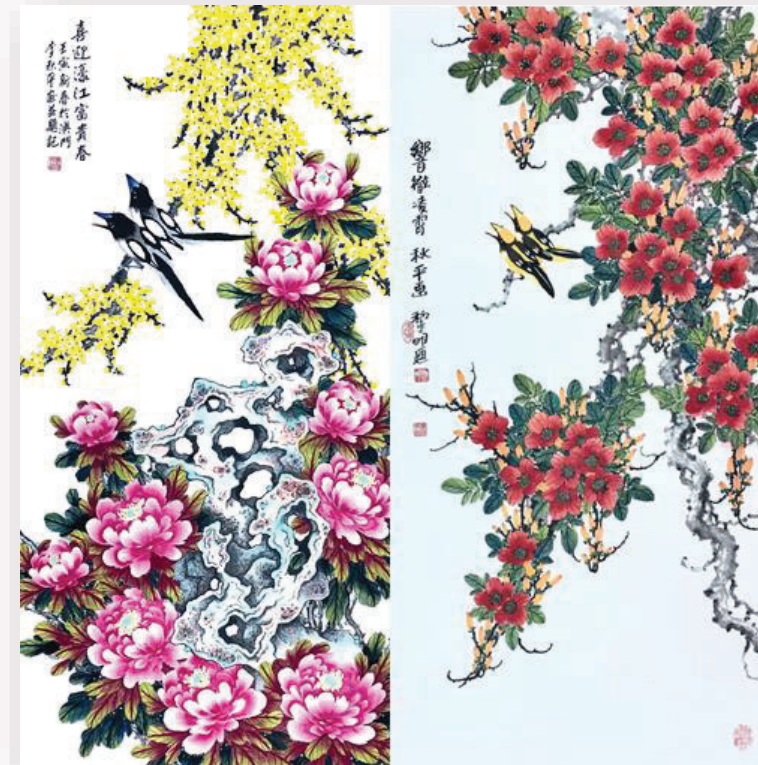
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Macao Institute for Tourism Studies

Cultural Experience on 23 Sep 2023



During the upcoming Technical Tour, Dr. Tammy Ku will share two compelling cases with the participants. The first case centers around Tammy's personal journey and her deep-rooted connection to Chinese Calligraphy and Chinese Painting, which she inherited from her father and mentor, Dr. Lee. Tammy and her father actively engaged in various temple festivals since her childhood. Drawing on her extensive experience as a lifelong consultant for NaTcha Temple, Tammy will delve into the effective utilization of spaces to safeguard National Intangible Heritage, with a particular focus on the NaTcha Festival.

The second case revolves around the utilization of Lingnan Chinese Painting, an influential facet of Chinese art and culture, to embody and perpetuate the philosophical ideals of Gao JianFu at the esteemed heritage site of Kum lam Tong. As part of the tour, a specially arranged mini workshop will provide participants with an immersive opportunity to engage in Lingnan Chinese Painting at the Kum lam Tong. Dr. Lee will expertly facilitate this workshop, with Tammy serving as a co-teacher to enhance the learning experience.



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“Art Macao: Macao International Art Biennale 2023”



Art
Macao
藝文薈澳
Art Macao
平行三展
Collateral Exhibition

Art
Macao
藝文薈澳
Art Macao

Installation Art

Valkyrie Miss Dior

Joana Vasconcelos

NOW - 10/08

The Spectacle, MGM COTAI

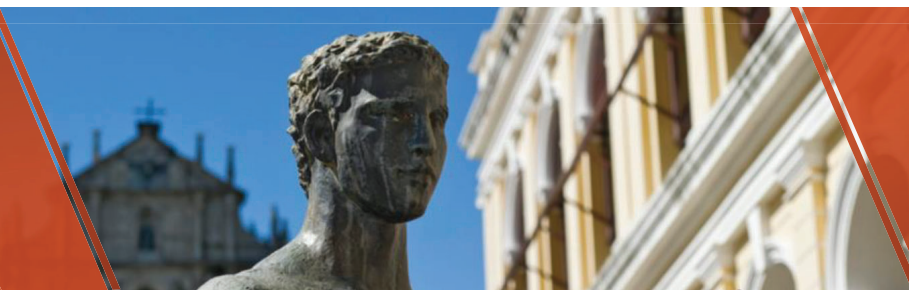
Artwork produced in collaboration with Dior, Paris

'M Art [To Infinity and Beyond]

The Art of Hsiao Chin

NOW - 09/24

MGM Theater, MGM COTAI



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