THE 17th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME
ON TOURISM POLICY AND STRATEGY

Human Resource Development in Tourism

– Navigating Post-Covid Challenges

Monday, 13 - Thursday, 16 November 2023
Da Nang, Viet Nam

Provisional Programme
(As of 4 Oct. 2023)
(Hanoi time, GMT+7 / Duy Tan University)

13:00 – 14:00 Registration desk for the participants

14:00 – 14:25 Opening Ceremony
- Opening remarks by Mr. Harry Hwang, Director of the Regional Department for Asia and the Pacific of the UNWTO
- Welcome remarks by Duy Tan University
- Congratulatory remarks by the Ministry of Culture, Sports and Tourism of Viet Nam
- Traditional Art Performance (TBC)

14:25 – 14:30 Group Photo

14:30 – 17:00 UNWTO Forum on Human Resource Development in Tourism

Keynote Presentation
- Introductory Presentation by Ms. Maeve O’Brien, UNWTO Consultant (20’)
- Keynote Presentation by Ms. Natalia Bayona, Executive Director of the UNWTO (20’)
- Case Study of Viet Nam (20’) (TBC)

Panel Discussion moderated by UNWTO Consultant
- Ms. Natalia Bayona, Executive Director of the UNWTO
- Prof. Kumi Kato, Wakayama University
• Mr. Wong Hee (John) Lee, CEO, H2O Hospitality, Ltd.
• Dr. Mo Chul-Min, Dean, Hospitality & Tourism Institute, Duy Tan University
• Ministry of Tourism, Creative Industry and Performing Arts Sarawak, Malaysia (TBC)
• 1 Participant from Member States (TBC)
• 1 local participant (TBC)

18:30 – 20:30 Welcome dinner hosted by Viet Nam

Day 2 – 14 November, Tuesday

(Hanoi time, GMT+7 / Novotel Danang Premier Han River Hotel in Da Nang)

09:30 – 12:00 Session 1: The Importance of Education and On the Job Training (TBC)
  • Keynote Presentation: Mr. Soon-Hwa Wong, Honorary Chairman of Tourism Management Institute of Singapore (30’)
  • Q&A and Discussion
  • Country Presentation (each 10’)

12:00 – 13:30 Lunch

14:00 – 16:30 Session 2: A shift in Customer Expectation and its Impact on HRD
  • Keynote Presentation: Dr. Bui Le Anh Phuong, Duy Tan University (30’)
  • Q&A and Discussion
  • Country Presentation (each 10’)

18:30 – 20:30 Welcome dinner hosted by Viet Nam
16:30 – 18:30 Break

18:30 – 20:00 Dinner

---

**Day 3 – 15 November, Wednesday**

(Hanoi time, GMT+7 / Novotel Danang Premier Han River Hotel in Da Nang)

09:30 – 12:00 Session 3: Upskilling and digital adaptability (TBC)

- Keynote Presentation: Mr. Woong Hee (John) Lee, H2O Hospitality (30’)
- Keynote Presentation: Ms. Maeve O’Brien, UNWTO Consultant (15’)
- Q&A and Discussion
- Country Presentation (each 10’)

12:00 – 13:30 Lunch

14:00 – 16:30 Session 4: Building greater resilience to crisis (TBC)

- Keynote Presentation: Prof. Kumi Kato, Wakayama University (30’)
- Keynote Presentation: Mr. Kevin Phun, Director, The Centre for Responsible Tourism, Singapore (15’)
- Q&A and Discussion
- Country Presentation (each 10’)

16:30 – 17:00 Break & Voting ‘The Best Country Presentation Award’
17:00 – 17:30  Closing Ceremony

- Conclusion and Recommendation by UNWTO consultant
- Announcement of ‘The Best Country Presentation Award’
- Closing remarks by 0000, Ministry of Culture, Sports and Tourism of Viet Nam
- Closing remarks by Mr. Harry Hwang, Director of the Regional Department for Asia and the Pacific of the UNWTO

18:30 – 20:30  Farewell Dinner hosted by Duy Tan University

Day 4 – 16 November, Thursday

08:00 – 16:00  Technical Tour organized by Duy Tan University (TBC)