

15th

IFTM-UNWTO Training Programme

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

Macao SAR, China | 18-23 September 2023

Enhancing events by showcasing local gastronomy

Dr Ubaldino Couto

Assistant Professor | Academic Coordinator
Tourism Event Management, School of Hospitality Management
Curator of 15th IFTM-UNWTO Training Programme

The power of events

ifstar



The power of gastronomy

ifstar



Gastronomy and events

- Showcase destination cultures
- Enhance event experience
- Encourage revisit intention
- Stimulate local and regional economy
- Promote 'other' products
- Reaffirm the UNSDGs



Challenges

- Training and specifics
- Post-pandemic effects
- Tourism & Hospitality career characteristics
- Financial resources
- Event strategies (micro and macro)



IFTM-UNWTO Trainings in meetings

iftm

Macao Institute for Tourism Studies 13th Training Programme in Collaboration with UNWTO

CAPACITY BUILDING FOR SUSTAINABLE TOURISM THROUGH FESTIVALS AND EVENTS

24 MAY 2022 **FESTIVALS AND EVENTS AS
TOURISM PRODUCTS**



Prof Greg Richards
Professor of Placement and Events
Breda University
Professor of Leisure Studies
University of Tilburg



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

MODERATOR



Dr Clara Lei
Acting Director
School of Hospitality Management
Macao Institute for Tourism Studies

25 MAY 2022 **SPORTS EVENTS IN THE
DESTINATIONS**



Prof Richard Shipway
Associate Professor, Department of
Sport and Event Management
Bournemouth University



Mr Jairo Calaŋi
Co-Founder
MRJ Sports and Entertainment Events
Planning Company

MODERATOR



Dr Ubaldino Couto
Lecturer
School of Hospitality Management
Macao Institute for Tourism Studies

26 MAY 2022 **BENEFITS OF FESTIVALS AND
EVENTS TO DESTINATIONS**



Prof Judith Mair
Associate Professor
The University of Queensland



Dr Ubaldino Couto
Lecturer, School of Hospitality Management
Macao Institute for Tourism Studies



Mr Michel Julian
Programme Officer, Department of Tourism
Market Intelligence and Competitiveness,
UNWTO

MODERATOR



Prof John Ap
Director of Global Centre for Tourism
Education and Training
Macao Institute for Tourism Studies

Dates:
Time:
Delivery Platform:
Language:

24 – 26 May 2022
1500 – 1700 (Macao time GMT+8)
Online via Zoom
English

Remarks:

This online training programme is targeted for the Member states in Asia and the Pacific nominated by UNWTO, and participants from the Guangdong-Hong Kong-Macao Greater Bay Area by invitation. It is now open to interested personnel to listen in the webinars as observers and a formal certificate will not be issued to observers.

For enquiry, please contact Ms Sandi U at +853 8598 1281 / sandiu@iftm.edu.mo



OPEN REGISTRATION



IFTM Global Centre for Tourism Education and Training 14th Training Programme in Collaboration with UNWTO

CAPACITY BUILDING FOR SUSTAINABLE TOURISM THROUGH THE MEETINGS INDUSTRY

5 DEC 2022 **SELECTING EVENT
DESTINATION**



Dr Sherry Tan
Assistant Professor
Macao Institute for Tourism Studies



Ms Synthia Chan
Chairperson
Macao Fair and Trade Association

MODERATOR



Prof Wilco Chan
Visiting Professor
Vice Director of Global Centre for
Tourism Education and Training
Macao Institute for Tourism Studies

6 DEC 2022 **UTILISING LIMITED EVENT
RESOURCES**



Dr Hazel Xu
Assistant Professor
Macao Institute for Tourism Studies



Ms Paulina Pereira Che
Vice President
Convention and Exhibition
Sands China Limited

MODERATOR



Dr Joe Zhou
Assistant Professor
Macao Institute for Tourism Studies

7 DEC 2022 **EVENT ORGANISATION IN
MODERN TIMES**



Dr Julie Whitfield
Senior Lecturer
Bournemouth University



Prof Brendon Knott
Associate Professor
Cape Peninsula University of Technology

MODERATOR



Dr Ubaldino Couto
Lecturer
Macao Institute for Tourism Studies

Dates:
Time:
Delivery Platform:
Language:

5 – 7 December 2022
1630 – 1830 (Macao time GMT+8)
Online via Zoom
English

Targeted Audience:

- Member states nominated by UNWTO in Asia and the Pacific
- By invitation (participants from the Guangdong-Hong Kong-Macao Greater Bay Area)

Certificate Recognition:

In order to receive an IFTM-UNWTO Certificate of Participation, participants will be required to:

- register and provide authentic personal identification
- attend all three sessions and have attendance recorded; and
- complete each post-webinar quiz



REGISTRATION



Thank you!

Dr Ubaldino Couto
**School of Hospitality
Management**

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