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 6 Nov. 2023)
Day 1 – 13 November, Monday

(Hanoi time, GMT+7 / Duy Tan University)

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

14:00 – 14:25  Opening Ceremony

- Traditional Art Performance (TBC by DTU)
- Welcome remarks by H.E. Mr. Doan Van Viet, Vice Minister of the Ministry of Culture, Sports and Tourism, Viet Nam
- Opening remarks by Mr. Harry Hwang, Director of the Regional Department for Asia and the Pacific, UNWTO
- Congratulatory remarks by the Leader of Da Nang City People’s Committee (TBC)
- Congratulatory remarks by Dr. Le Nguyen Bao, Provost of Duy Tan University (TBC)
- Congratulatory remarks by Ms. Ji-eun Kang, Director of the Ministry of Culture, Sports and Tourism, Republic of Korea

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 Mr. Luis Nicolás Barrios, Regional Manager of Innovation, Education and Investments, UNWTO (20’): Investing in People: a new journey in Tourism Education
Case Presentation for Da Nang City by Mr. Nguyen Xuan Binh, Deputy Director of Department of Tourism, Da Nang City (20’)

Panel Discussion moderated by UNWTO Consultant

- Ms. Ni Wayan Giri Adnyani, Permanent Secretary of the Secretariat, Ministry of Tourism and Creative Economy of Indonesia
- Mr. Luis Nicolás Barrios, Regional Manager of Innovation, Education and Investments, UNWTO
- Dr. Kumi Kato, Professor, Wakayama University
- Dr. Mo Chul-Min, Vice Provost cum Dean of Hospitality and Tourism Institute, Duy Tan University
- YB Datuk Sebastian Ting Chiew Yew, Deputy Minister for Tourism Sarawak, Malaysia
- Mr. Nguyen Xuan Binh, Deputy Director of Department of Tourism, Da Nang City

18:30 – 20:30 Welcome dinner hosted by Duy Tan University

Day 2 – 14 November, Tuesday

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

09:30 – 12:00 Session 1: Education for the tourism of tomorrow

- Keynote Presentation: Mr. Soon-Hwa Wong, Honorary Chairman of Tourism Management Institute of Singapore (30’)
- Keynote Presentation: Dr. Hiram Ting, Director, Responsible Borneo (15’)
- 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’)
  • Keynote Presentation: Ms. Pham Que Anh, Managing Director, Hoi An Express Travel (15’)
  • Q&A and Discussion
  • Country Presentation (each 10’)

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
  • Keynote Presentation: Ms. Maeve O’Brien, UNWTO Consultant (30’)
  • Q&A and Discussion
  • Country Presentation (each 10’)

12:00 – 13:30 Lunch
14:00 – 16:30  Session 4: Building greater resilience to crisis

- Keynote Presentation: Dr. Kumi Kato, Professor, Wakayama University (30’)
- Keynote Presentation: Mr. Kevin Phun, Director, Centre for Responsible Tourism of 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 Mr. Nguyen Trung Khanh, Chairman of Viet Nam National Authority of Tourism
- Closing remarks by Mr. Harry Hwang, Director of the Regional Department for Asia and the Pacific, 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 Da Nang City: Ba Na Hill and Son Tra Peninsula

18:30 – 20:30  Dinner hosted by UNWTO