



World Tourism Organization



Ministry of Culture and Tourism
The Republic of Indonesia

with the cooperation of



International Labour Organization



United Nations Statistics Division



Organisation for Economic
Co-operation and Development

The Fifth UNWTO International Conference on Tourism Statistics
TOURISM: AN ENGINE FOR EMPLOYMENT CREATION
Bali, Indonesia, 30 March – 2 April 2009

Final Programme

PART I: TECHNICAL SESSIONS

Monday 30 March

08.30 – 09:00 Opening Ceremony

Opening speech by Mr. Taleb Rifai, Secretary-General a.i., UNWTO

Opening speech by Mr. Jero Wacik, Minister for Culture and Tourism, Indonesia

09:00 – 10:45 Session I: Developing National Systems of Tourism Statistics

Chair: Ms. Haishan Fu, United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

Keynote by Mr. Paul Cheung, UNSD and Mr. Antonio Massieu, UNWTO: "Implementing the new International Recommendations for Tourism Statistics 2008 (IRTS 2008)"

Panel:

- Mr. Mohammed Al-Ahmed, Saudi Commission for Tourism and Antiquities: "Designing the development of a national STS: the special case of the Kingdom of Saudi Arabia"
- Mr. Leigh Harry, Joint Meetings Industry Council: "Measuring the economic importance of the meetings industry"
- Mr. Peter Laimer, Statistics Austria: "Measuring seasonality in tourism statistics"

Questions and Answers

10:45 – 11:15 Coffee break

11:15 – 13:00 **Session II: Integrating Tourism Statistics into a Broader Framework**

Chair: Mr. Antonio Massieu, UNWTO

Keynote by Mr. Francesco Frangialli, UNWTO: "From tourism statistics to the Tourism Satellite Account (TSA)"

Panel:

- Mr. Triono Widodo, Bank of Indonesia: "Bringing consistency between the new Balance of Payments Manual (BPM6) and the IRTS 2008"
- Mr. Darren Page, Australian Bureau of Statistics: "Measuring tourism in the Balance of Payments"
- Mr. Bruce Bassett, Ministry of Tourism, New Zealand: "Linking tourism statistics and sustainability"

Questions and Answers

13:00 – 14:30 Lunch

14:30 – 16:00 **Session III: Employment in the Tourism Industries: Measurement Issues and Case Studies**

Chair: Mr. Peter Laimer, Statistics Austria

Keynote by Mr. Igor Chernyshev, ILO: "ILO/UNWTO joint project on employment in the tourism industries: statistics component"

Panel:

- Mr. Michel Dubreuil, Canadian Tourism Commission: "TSA Human Resource module as an instrument for training adjustments regarding supply / demand of specific jobs"
- Mr. Bruce Bassett, Ministry of Tourism, New Zealand: "Labour shortages in practice"
- Mr. Roberto Zamboni, Institute of Applied Economic Research, Brazil and Mr. Eduardo Nunes, Brazilian Institute of Geography and Statistics: "Employment Information System in the tourism industries. The experience of Brazil"

Questions and Answers

16:00 – 16:30 Coffee break

16:30 – 17:30 **Session III: Employment in the Tourism Industries: Measurement Issues and Case Studies (cont.)**

Panel:

- Mr. Frédéric Tardieu, National Institute for Statistics and Economic Studies, France: "Estimation of employment related to tourism"
- Mr. Raj Nath Pandey, Ministry of Tourism, India: "Employment in the tourism industries through Tourism Satellite Accounts: Indian experience"
- Ms. Teresa Guardia, Institute for Tourism Studies, Spain: "The impact of tourist flows in job creation in the tourism industries"

Questions and Answers

Welcome dinner at D'Klapa Restaurant

Tuesday 31 March

09:00 – 10:30 **Session IV: Tourism Labour Market in the Asia Pacific Region**
Chair: Mr. I. Gede Ardika, Ministry of Culture and Tourism, Indonesia

Keynotes by Ms. Lisa Ruhanen, The University of Queensland, Australia and Mr. Guy Thijs, ILO Regional Office for Asia and the Pacific: "Tourism Labour Market in the Asia Pacific Region"

Panel:

- Ms. Hye-soo Kim, Ministry of Culture and Tourism, Republic of Korea: "Recent policies to create more employment opportunities in the tourism industries"
- Mr. Mohd Halimi Ibrahim, Ministry of Tourism, Malaysia: "Encountering the out flow of trained and educated national talents of the tourism industries"

Questions and Answers

10:30 – 11:00 Coffee break

11:00 – 12:30 **Session IV: Tourism Labour Market in the Asia Pacific Region (cont.)**

Panel:

- Mr. Malraj B. Kiriella, Sri Lanka Tourist Board: "Determinant factors of Labour Demand and Supply Forces: Sri Lanka Tourism Perspective"
- Mr. Romulo Virola, National Statistical Coordination Board, Philippines: "Labour policies concerning the hospitality industry"
- Mr. Made Antara, Udayana University and Mr. I. Gde Pitana, Ministry of Culture and Tourism, Indonesia: "Tourism labour market in the Asia Pacific region: a case study from Bali, Indonesia"
- Mr. Ahmed Salih, Ministry of Tourism, Arts & Culture, Maldives: "Labour issues and implication of the tourism industries on the labour market and social impacts of tourism contrasted with its economic benefits"
- Mr. Matthieu Cognac, ILO Office for Indonesia and Timor-Leste: "Tourism employment issues in Indonesia, cases of local economic development"

Questions and Answers

12:30 – 14:00 Lunch

14:00 – 15:30 **Session V: Measuring the Economic Contributions of Tourism: from the TSA to Alternative Modelling Techniques**
Chair: Ms. Anemé Malan, Department of Environmental Affairs and Tourism, South Africa

Keynote by Mr. Doug Frechtling, The George Washington University, USA: "Clarifying and extending the TSA brand"

Panel:

- Mr. Adi Lumaksono, Statistics Indonesia and Mr. Wardiyatmo, Ministry of Culture and Tourism, Indonesia: "Developing a subnational TSA for Bali"
- Ms. Mara Manente, International Centre of Studies on the Tourist Economy, Italy: "Adapting international standards to subnational tourism destinations"

Questions and Answers

15:30 – 16:00 Coffee break

16:00 – 17:30 Session V: Measuring the Economic Contributions of Tourism: from the TSA to Alternative Modelling Techniques (cont.)

Panel:

- Mr. Zhang Jianzhong and Ms. Huang Yaping, China National Tourism Administration: "Provincial and National TSA developments in China"
- Mr. Chris Jackson, Statistics Canada: "Measuring supply in the TSA framework: the Canadian experience"
- Mr. Tad Hara, Japan Tourism Agency / University of Central Florida: "TSA and complementary analytical tools for decision making both at national and subnational levels"
- Mr. Ray Spurr, Sustainable Tourism Cooperative Research Centre, Australia: "Regional TSAs and improving subnational analysis"

Questions and Answers

Wednesday 1 April (morning)

09:00 – 10:30 **Session VI: Using TSA Data for Business and Policy Analysis**

Chair: Mr. Romulo Virola, National Statistical Coordination Board, Philippines

| Keynote by Mr. Alain Dupeyras, OECD: "Using TSA data for business and policy analysis"

Panel:

- Ms. Anemé Malan, Department of Environmental Affairs and Tourism, South Africa and Mr. Joe de Beer, Statistics South Africa: "Linking government strategies and the TSA"
- Mr. Tim Quinn, Department of Resources, Energy and Tourism, Australia: "TSA and National Tourism Administration leadership"
- Ms. Jamilja van der Meulen, Statistics Netherlands

Questions and Answers

10:30 – 11:00 Coffee break

11:00 – 12:30 Session VI: Using TSA Data for Business and Policy Analysis (cont.)

Panel:

- Mr. P. K. Sharma, Census and Statistics Department, Hong Kong, China and Mr. Haiyan Song, Hong Kong Polytechnic University, China: "Hong Kong experience moving towards the TSA project"
- Mr. Hassane El-Hamdouni, Ministry of Tourism and Crafts, Morocco: "Indicators resulting from the TSA and their use"
- Mr. Steve MacFeely, Central Statistics Office, Ireland: "Push & Pull – Adopting TSAs in Ireland: User and Compiler Perspectives"
- Mr. Salvador Marconi, Economic Commission for Latin America and the Caribbean (ECLAC): "A basic outline for the economic analysis of tourism"

Questions and Answers

12:30 – 14:00 Lunch

PART II: MINISTERIAL SESSIONS
EMPLOYMENT IN THE TOURISM INDUSTRIES: POLICY ISSUES

Wednesday 1 April (afternoon)

14:00 – 14:45 **Opening session**

Mr. Taleb Rifai, Secretary-General a.i., UNWTO
Mr. Rafael Diez de Medina, Office of the Director-General, ILO
Mr. Jero Wacik, Minister for Culture and Tourism, Indonesia

14:45 – 15:30 **Session I: Tourism and Employment: an Overview by UNWTO and ILO**

Mr. Eugenio Yunis, Director of Programme and Coordination, UNWTO: "Tourism and employment: issues and challenges"
Mr. Rafael Diez de Medina, ILO: "The ILO Employment and Decent Work Agenda and its application to tourism"

15:30 – 16:00 Coffee break

16:00 – 17:30 **Session II: Employment in the tourism industries: policy issues**

Chair: Mr. Taleb Rifai, Secretary-General a.i., UNWTO

- Mr. Putu Laksaguna, Deputy Minister, Ministry of Culture and Tourism, Indonesia
- Ms. Hisila Yami, Minister of Tourism and Civil Aviation, Nepal
- Mr. Phineas A. Alburo, Undersecretary, Philippines Department of Tourism

Questions and Answers

17.30 *Press conference (Westin hotel, Bandung room)*

19.00 *Gala dinner at Westin Hotel pool side*

Thursday 2 April

09:00 – 10:30 **Session III: Employment in the tourism industries: policy issues**

Chair: Mr. Eugenio Yunis, Director of Programme and Coordination, UNWTO

- Mr. Ahmed Salih, Permanent Secretary, Ministry of Tourism, Arts & Culture, Maldives
- Mr. Pak Sokhom, Under Secretary of State, Ministry of Tourism of Cambodia
- Mr. Frederic Pierret, Ministry of Finance, Industry and Employment, France

Questions and Answers

10:30 – 11:00 Coffee break

11:00 – 12:30 **Session IV: Employment in the tourism industries: policy issues**

Chair: Mr. Rafael Diez de Medina, Office of the Director-General, ILO

- Mr. Eugenio Yunis, Director of Programme and Coordination, UNWTO: "Employment in the tourism industries: main challenges and policy issues"
- Ms. Wendy Swedlove, President, Canadian Tourism Human Resource Council

- Ms. Beatriz Marco, Sub-Director General for Cooperation and Tourism Competitiveness, Ministry for Industry, Tourism and Trade, Spain

Questions and Answers

12:30 – 13:00 **Closing session**

Mr. Taleb Rifai, Secretary-General, a.i., UNWTO

Mr. Rafael Diez de Medina, Office of the Director-General, ILO

Mr. Wardiyatmo, Secretary-General, Ministry for Culture and Tourism, Indonesia

13.00 – 14.00 Lunch

14.30 Complimentary technical tour provided by the Ministry for Culture and Tourism, Indonesia