Thursday, March 24, Colombo, Sri Lanka: UNWTO Conference on Mainstreaming Tourism in the Media

Venue: Ballroom 1, Hilton Colombo

09:30 – 10:00 Opening Ceremony
23rd Joint Meeting of the UNWTO Commission for South Asia and the UNWTO Commission for East Asia and the Pacific; and UNWTO Conference on Mainstreaming Tourism in the Media
Colombo, Sri Lanka, 24-26 March 2011

Welcome address
Hon. Mr. Lakshman Yapa Abeywardhana
Deputy Minister of Economic Development, Sri Lanka

Congratulatory address
Mr. Hiran Cooray, Chairman, Pacific Asia Travel Association (PATA)

Opening address
Dr. Taleb Rifai, Secretary-General, UNWTO

Presenting a Momento to Dr. Taleb Rifai, Secretary General of UNWTO by H. E. Mr. Basil Rajapaksa, Minister of Economic Development, Sri Lanka

10:00 - 10:30 Tea & Coffee Break

10:30 - 13:00 Part 1 – General overview – Image building in tourism

Media coverage has an effect on the reputation and attractiveness of a destination, having a proven impact the contribution of the tourism sector to economic growth, development and job creation.

10:30 – 10:40 Introduction
Moderator, Mr. Oliver Wates, Media Train
Mr. Marcelo Risi, UNWTO Principal Media Officer

10:40 – 11:10 The role of media in the development of regional tourism
Dr. Nalaka Godahewa, Chairman, Sri Lanka Tourism
11:10 – 11:40 Successful promotion: Visit Malaysia Year Project  
Dr. Victor Wee, Chairman, Malaysia Tourism Promotion Board

11:40 – 12:10 Promoting and informing - The perspective of the travel media  
Mr. Sheldon Santwan, Editor, Travel Biz Monitor, India

12:10 - 13:00 How relevant is tourism promotion to journalists?  
Panel Discussion with participating international media (Daily Mail, Conde Nast Traveller) and NTAs (Maldives, Sri Lanka)

Q&A

13:00 - 14:30 Lunch (Venue: Ballroom 2)

14:30 – 17:00 Part 2 – Tourism for development

While the press cannot be told what and how to write, it can and should promote greater awareness of the social and economic value of tourism and its potential to contribute to sustainable development.

14:30 – 14:40 Introduction  
Moderator, Mr. Oliver Wates, Media Train

14:40 – 15:10 Overcoming adversity: When the only risk is wanting to stay  
Mr. Alejandro Ossa, Proexport Colombia, Director of China Bureau

15:10 – 15:40 Successful country branding for Sri Lanka  
Ms. Susan Warren, Director, MTW Associates

15:40 – 16:10 How to sell your story: reaching out to the mainland media  
Mr. Michael Schuman, International Business Correspondent Asia, Time Magazine

16:10 - 17:00 Sri Lanka after the war: positioning tourism as a vehicle for development  
Panel Discussion with participating global media (Deutsche Welle TV, Wirtschaftswoche), PATA, and NTAs (Cambodia, Thailand)

Q&A

17:00 - 17:30 Closing Session

Conclusions and recommendations

Closing remarks by Mr. Zoltan Somogyi, Executive Director, UNWTO

18:00 Leave Hilton Colombo for welcome dinner
(Departure point: Entrance of Hilton Colombo Ballroom)

18:15 - 21:30 Welcome dinner on the Jetliner Cruise Ship  
Hosted by Sri Lanka Tourism Authority
Friday 25 March: 23rd Joint Meeting of the UNWTO Commission for South Asia and the UNWTO Commission for East Asia and the Pacific

Venue: Ballroom 2, Hilton Colombo

09:30 – 13:00  23rd Joint Meeting of the UNWTO Commission for South Asia and the UNWTO Commission for East Asia and the Pacific

13:00 – 14:30  Lunch (Venue: Curry Leaf)

14:30 – 17:30  23rd Joint Meeting of the UNWTO Commission for South Asia and the UNWTO Commission for East Asia and the Pacific

18:00  Leave Hilton Colombo for farewell dinner * 1
(Departure point: Main lobby of Hilton Colombo)

18:45 – 22:00  Farewell dinner (Venue: Mt. Lavinia Hotel)
Hosted by Sri Lanka Tourism

Saturday 26 March: Technical Tour to Pinnawala and Kandy *2

06:30  Leave hotel for Technical Tour to Pinnawala & Kandy
(Departure point: Main lobby of Hilton Colombo) *3

09:30  Arrival at the Pinnawala Elephant Orphanage
- This orphanage is the home for about 60 elephants, out of which some are baby elephants found abandoned or orphaned in the wild. They are being cared, fed and trained by the wild life authorities here.

11:45  Visit the Kandy Temple
- Kandy was the last capital of the Sri Lankan Kings, and is a World Heritage Site. The name Kandy conjures visions of splendour and magnificence. Many of legends, traditions and folklore are still lovingly kept alive. Visit the Kandy town and Bazzaar, the arts & Crafts centre and a gem museum and a lapidary.

16:30  Tea break at Ambepussa Rest house

17:00  Leave Kandy town for Colombo/Katunayake Airport
- Delegates who will be leaving for the airport will get onto another coach with their luggage and proceed to the airport directly. The rest will continue to Colombo Hilton on the same coach.

19:30  Back to Hilton Colombo and completion of the tour.

20:00  Reach Katunayake Airport.

Please note:
* 1. We are going by foot (for 5 minutes) and then taking a train (for 30 minutes) to Mt. Lavinia Hotel
* 2. This tour has been arranged for official delegates on a complimentary basis
* 3. Those who are not staying at Hilton Colombo, please refer to the departure time indicated on the Shuttle Schedule which you will find in the registration bag or get from the host committee
All social dinners are for invited delegates only.