



ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

UNWTO CONFERENCE ON MAINSTREAMING TOURISM IN THE MEDIA

Colombo, Sri Lanka / 24 March 2011

Venue: Ballroom 1, Hilton Colombo

09:30 – 10:00 **Opening Ceremony**
**23RD JOINT MEETING OF THE UNWTO COMMISSION FOR SOUTH ASIA,
THE UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC AND THE
UNWTO CONFERENCE “MAINSTREAMING TOURISM IN THE MEDIA”**

Welcome address

H. E. Mr Basil Rajapaksa
Minister of Economic Development and Tourism, Sri Lanka

Congratulatory address

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

Opening address

Dr. Taleb Rifai, Secretary-General, UNWTO

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
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, BBC Fast Track) 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, La Repubblica, 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 hotel for welcome dinner**

19:00 - 21:00 **Welcome dinner at the Jetliner Cruise Ship**
Hosted by the Sri Lanka Tourism Authority