



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

NV/RPAP/30/11

Note Verbale

**5TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM
ON TOURISM POLICY AND STRATEGY**

13-16 June 2011 / Brunei Darussalam

The Secretary-General of the World Tourism Organization presents his compliments to the members States of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia and has the honour to invite them to the 5th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy.

As recipients of this note are already aware, UNWTO has been developing a high level executive training program in Asia and the Pacific region since 2006. This program, being financed by the Government of the Republic of Korea, aims to provide a platform for high level policy makers to get together for exchanging ideas on the recent tourism issues.

Based on the success of the previous programs, UNWTO will hold the 5th UNWTO Asia/Pacific Executive Training Program in Brunei Darussalam focusing on the socio-economic development through tourism, sustainable tourism development strategy, recent tourism trends in Asia & the Pacific, and regional & sub-regional cooperation in tourism. UNWTO will co-organize this significant event jointly with the Ministry of Industry and Primary Resources of Brunei Darussalam with the financial support of the Ministry of Culture, Sports and Tourism of the Republic of Korea in Brunei Darussalam from 13th to 16th June 2011.

The Secretary General extends a warm invitation to recipients of this note to attend the 5th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy. In principle, only one high-ranking official from each country is invited to participate in the program. Participants should be at least senior director level from the national tourism administrations and have an excellent command of English. A round-trip economy class air-ticket will be provided for the participants as well as accommodation during their stay in Brunei Darussalam. It is possible for additional officials to accompany with a main participant, but on a self-financing basis for air-tickets and accommodation. Yet owing to the space constraints, this arrangement will need special approval by UNWTO Secretariat in advance. The candidates should fill in the attached registration form and return it with the coy of passport to the UNWTO Secretariat (Mr. Eric Byoung Woo PARK, bpark@unwto.org, Tel: 34-91-5678-194, FAX: 34-91-571-3733) not later than 25th May 2011.

In addition, please be informed that all the participants are required to prepare a short presentation on the best practices of their tourism policy making and implementation. Any tourism policy issue would be welcome as a topic of the presentation such as poverty reduction through tourism, sustainable tourism development, multi-national cooperation in tourism development, tourism marketing plan, destination management strategy, long-term tourism master plan, and innovation in tourism. The recommendations have to be included in the presentation for the other participants to obtain the practical lessons from each best case of our member states. The presentation file should be submitted not later than 31st May 2011. Some of participants will be invited to deliver the presentation during the sessions.

The basic information on the training program is summarized below:

◆ **Summary of the Program**

Dates: 13-16 June 2011

Venue: The Empire Hotel and Country Club (<http://www.theempirehotel.com/>),
Brunei Darussalam

Co-organizers: UNWTO, Ministry of Industry and Primary Resources of Brunei Darussalam

Sponsor: Ministry of Culture, Sports and Tourism, Republic of Korea

Program Schedule: 3 days workshop (13th-14th, 16th April) and 1 day technical Tour (15th June), arrival on 12th June and departure on 17th June

Participants: Officials at senior director level or above from the national tourism administration

Support for participants: One round-trip economy class air-ticket, accommodation

Main Lecturers and Speakers:

- Madam Narzalina Zaldivar Lim, Former Secretary (Minister) of the Department of Tourism, Philippines
- Mr. Steven Schipani, Social Sector Specialist, South East Asia Department, Asian Development Bank
- Dato' Dr Mikhaail Kavanagh, Special Advisor for Brunei Darussalam to WWF(World Wildlife Fund)'s Heart of Borneo Programme
- Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO

The Secretary-General of the World Tourism Organization looks forward to receiving an affirmative response to this invitation and avails himself of this opportunity to renew to the members States of the UNWTO Commission for South Asia and the UNWTO Commission for East Asia and the Pacific, the assurances of his highest consideration.

