



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

13-16 June 2011  
Brunei Darussalam

### **OFFICIAL PROGRAMME**



Regional Representation for Asia and the Pacific  
**World Tourism Organization**

## **12<sup>th</sup> June (SUN)**

All day

Arrival and Check-in

**19:00** – 21:30

Welcoming Cocktail Reception (hosted by UNWTO)  
(Venue : Lobby at Level 1 of Sea View Building)

## **13<sup>th</sup> June (MON)**

**09:30** – 10:30

### **Opening Ceremony**

- Opening Remarks by Mr. XU, Jing, Regional Director for Asia and the Pacific, UNWTO
- Welcoming Remarks by The Honorable Pehin Dato Haji Yahya Bakar, Minister of Industry and Primary Resources, Brunei Darussalam
- Congratulatory Remarks by Mr. SHIN, Yong Eon, Director General of Tourism Industry Bureau, Ministry of Culture, Sports and Tourism of the Republic of Korea
- Introduction of VIPs
- Introduction of the 5th Asia/Pacific Executive Training by Madam LIM, Narzalina Zaldivar, UNWTO Consultant, Former Secretary (Minister) of the Department of Tourism, Philippines
- Photo Session

10:30 – 11:00

Coffee Break

11:00 – 11:45

Session 1 : TOURISM AND POVERTY REDUCTION

Madam LIM, Narzalina Zaldivar, UNWTO Consultant,  
Former Secretary (Minister) of the Department of  
Tourism, Philippines

11:45 – 12:45

Presentations by participants – Poverty Reduction  
(Indonesia)

- 12:45 – 14:30 Lunch (Venue : Atrium)
- 14:30 – 15:15 Session 2 : RECENT TOURISM TRENDS AND COMPARATIVE ANALYSIS ON THE TOURISM DEVELOPMENT
- Mr. XU, Jing, Regional Director for Asia and the Pacific, UNWTO
- 15:15 – 15:45 Presentation on Tourism Industry in Brunei Darussalam  
Mr. Sheikh Jamaluddin Sheikh Mohamed,  
Director of Tourism Development Department,  
Ministry of Industry and Primary Resources
- 15:45 – 16:00 Wrap-up
- 19:00** – 21:30 Welcoming Dinner (hosted by the Brunei Minister of Industry and Primary Resources)  
(Venue : Pantai Restaurant at the swimming pool in the Hotel)

### **14th June (TUE)**

- 09:30 – 10:15 Session 3 : OPTIMIZING THE BENEFITS OF REGIONAL AND SUBREGIONAL COOPERATION IN TOURISM
- Mr. Steven Schipani, Social Sector Specialist, South East Asia Department, Asian Development Bank
- 10:15 – 10:45 Presentations by participants - HR Development (Vietnam)
- 10:45 – 11:10 Coffee Break
- 11:10 – 12:40 Presentations by participants - Current Trends (China, Macau, Mongolia)
- 12:40 – 14:30 Lunch (Venue : Atrium)
- 14:30 – 15:40 Presentations by participants - Current Trends (Bhutan, Thailand)
- 15:40 – 16:00 Wrap-up
- 19:00 Meeting at the lobby of the Hotel and getting on the bus
- 19:30 – 21:30 Dinner (Venue : Mangrove Paradise Resort)

## **15th June (WED)**

06:30 – 07:15	Breakfast (Venue : Atrium)
07:15	Meeting at the lobby of the Hotel and getting on the bus
07:15 – 15:30	Technical Tour (Ulu Temburong National Park Day Trip)
15:30 – 19:00	Free Time
19:00	Meeting at the lobby of the Hotel and getting on the bus
19:30 – 21:30	Dinner (Venue : RMS Port View)

## **16th June (THU)**

09:30 – 11:00	Presentations by participants - Long-term Master Plan (Australia, Maldives, Philippines)
11:00 – 11:25	Coffee Break
11:25 – 12:10	Session 4 : SUCCESS STORY OF WWF'S HEART OF BORNEO PROGRAMME  Dato' Dr. Mikaaail Kavanagh, Special Advisor for Brunei Darussalam to WWF (World Wildlife Fund)'s Heart of Borneo Programme
12:10 – 12:40	Presentations by participants (Malaysia)
12:40 – 14:30	Lunch (Venue : Atrium)
14:30 – 15:40	Presentations by participants (Nepal, Timor-Leste)
15:40 – 16:00	Wrap-up
16:00 – 16:30	Closing Session & Evaluation
19:00	Meeting at the lobby of the Hotel and getting on the bus
19:30 – 20:30	Farewell Dinner (hosted by the Brunei Tourism) (Venue : Tarindak De' Polo)

## **17th June (FRI)**

All day	Check-out and Departure
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