



The 5th UNWTO/PATA Forum on
TOURISM TRENDS AND OUTLOOK

Theme: *Innovation and Diversification of Tourism in Demanding Times*

26-28 October 2011

Guilin, China

in collaboration with



Programme (Preliminary)

Day One: Wednesday, 26 October 2011: Technical Session

08:00 – 09:00	Registration
09:00 – 10:00	<p>Moderator: Mr. Xu Jing, Director, Regional Program for Asia and the Pacific, UNWTO</p> <p>Setting the Scene</p> <ul style="list-style-type: none"> • <u>Tourism Trends and Emerging Markets</u> <i>Mr. Michel Julian, Tourism Trends and Marketing Strategies Programme, UNWTO</i> • <u>Technology in Tourism Research</u> <i>Dr Mathew McDougall, Sinotech Group</i> • <u>New Tourism Product Development</u> <i>Professor Haiyan Song, The Hong Kong Polytechnic University</i>
10:00 – 10:15	Coffee Break
10:15 – 12:00	<p>Moderator: The Hong Kong Polytechnic University</p> <p>Session 1: <i>New Tourism Product Development</i></p> <ul style="list-style-type: none"> • Speaker A: <u>Fundamentals and Principles of Product Development</u> <i>Mr. Peter Mac Nulty of Tourism Development International</i> • Speaker B: <u>Tourism Product Development: The Perspective of China Travel Service</u> <i>Mr. Jeremy Xu, Vice President, China National Travel Service (Hong Kong) Group Corporation</i> • Speaker C: <u>Topic (TBD)</u> <i>Mr. Geoff Bailey, Manager, Economic and Industry Analysis, Tourism Research Australia, Department of Resources, Energy and Tourism, Australia</i> • Speaker D: <u>New Tourism Product: Experience of Malaysia</u> <i>Mr. Mohd Daud Mohd Arif, Director of Industry Development Division, Ministry of Tourism, Malaysia</i> <p style="text-align: center;">Q & A</p>
12:00 – 13:30	Lunch
14:00 – 15:30	<p>Moderator: Mr. John Koldowski, PATA</p> <p>Session 2: <i>Technology in Tourism</i></p> <ul style="list-style-type: none"> • Speaker A: <u>Technology that engages visitors</u> <i>Jens Thraenhart of Dragon Trail</i>

	<ul style="list-style-type: none"> • Speaker B: <u>Technology that engages businesses</u> <i>Jason Pang, Director of Technology & Innovation, Hotel ICON, Hong Kong</i> • Speaker C: <u>Technology that engages destinations</u> <i>Alexander Rayner, eBusiness Adviser, PATA</i> • Speaker D: <u>Impacts of media technology on tourism</u> <i>Terence Mak, 3rd Planet</i> <p style="text-align: center;">Q & A</p>
15:30 – 15:45	Coffee Break
15:45 – 17:15	<p>Moderator: Michel Julian, Tourism Trends and Marketing Strategies Programme, UNWTO</p> <p>Session 3: Tourism Trends and Emerging Markets</p> <ul style="list-style-type: none"> • Speaker A: <u>Emerging Outbound Markets</u> <i>Caroline Bremner, Head of Travel and Tourism Research , Euromonitor International</i> • Speaker B: <u>Tourism Recovery in Japan after the Earthquake</u> <i>Hiroshi Kurosu of the Japan Travel Bureau Foundation</i> • Speaker C: <u>Topic(TBD)</u> <i>Jonathan Howlett, Senior Vice President of Strategic Accounts, BBC Worldwide</i> <p style="text-align: center;">Q & A</p>
17:15 – 17:45	Wrap-up and Summary of Technical Sessions (<u>The Hong Kong Polytechnic University</u>)
18:00 – 20:00	Welcome Dinner
20:00 – 21:30	City Tour

Day Two: Thursday, 27 October 2011: Plenary Sessions

08:00 – 09:00	Registration
09:00 - 09:40	<p>Moderator: Guilin Municipal Government</p> <p>Opening Session</p> <p>Opening remarks by:</p> <ul style="list-style-type: none"> • Mr. Frédéric Pierret, Executive Director of UNWTO • PATA Representative • Representative, The Hong Kong Polytechnic University

	<ul style="list-style-type: none"> • CNTA Representative • Representative, Guangxi Zhuang Autonomous Region Government • Mayor of Guilin
09:40 – 10:10	<ul style="list-style-type: none"> • Coffee Break • Group Photo • Meeting with Media
10:10 – 12:10	<p>Moderator: Mr. Xu Jing, Director, Regional Programme for Asia and the Pacific, UNWTO</p> <p>Keynote Session: Innovation and Diversification in Tourism: Overall Trends and Outlook</p> <ul style="list-style-type: none"> • Speaker A : Michel Julian, UNWTO <u>UNWTO Long-term Outlook Tourism Toward 2030</u> • Speaker B : John Koldowski, PATA: <u>The State of Travel and Tourism Industry in Asia and the Pacific</u> • Speaker C : Professor Kaye Chon, The Hong Kong Polytechnic University: <u>Visions and Prospects of Tourism Education in Asia and the Pacific</u> (plus, technical session summary) • Speaker D: Dr. Dai Bin, China Tourism Academy <u>China Outbound Market</u>
12:10 – 13:40	Lunch
14:00 – 16:00	<p>Moderator: The Hong Kong Polytechnic University</p> <p>Panel Session: Innovation and Diversification in Tourism (Member state representatives are to be invited as panelists.)</p> <p>14:00 – 15:15 Panelist Presentation</p> <ul style="list-style-type: none"> • Panelist A: <u>Topic TBD</u> <i>Macao SAR</i> • Panelist B: <u>Topic TBD</u> <i>Mr. Jae-Kyung Lee, Executive Vice President for Marketing, Korea Tourism Organization, Korea</i> • Panelist C: <u>Topic TBD</u> <i>India</i> • Panelist D: <u>Topic TBD</u> <i>Sri Lanka</i> • Panelist E: <u>Topic TBD</u> <i>Vietnam</i> <p>15:15 – 16:00 Panel Discussion and Interaction with Audience</p>
16:00-16:30	<p>Coffee Break</p> <p>Meeting with Media</p>

16:30 – 17:00	Closing Remarks <ul style="list-style-type: none">• Mr. Xu Jing, Director, Regional Programme for Asia and the Pacific, UNWTO• Strategic Intelligence Centre, PATA• Vice Mayor of Guilin
18:00 – 20:00	Dinner
20:00	City Tour

Day Three: Friday, 28 October 2011: Technical Tour