24\textsuperscript{th} JOINT MEETING OF THE UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC AND THE UNWTO COMMISSION FOR SOUTH ASIA & UNWTO HIGH-LEVEL REGIONAL CONFERENCE ON GREEN TOURISM

Chiang Mai, Thailand
3 - 5 May 2012

PRELIMINARY PROGRAMME

Thursday 3rd May: UNWTO HIGH-LEVEL REGIONAL CONFERENCE ON GREEN TOURISM

Venue: Grand Convention Hall, Le Meridien

09:00 – 10:00 Opening session
Moderated by Dr. Worajit Setthapun, Vice Director of Academic Affairs
Asia Development Institute for Community Economy & Technology
Chiang Mai Rajabhat University

Performance “Greenery to Lanna Scenery”

Opening Ceremony for the 24\textsuperscript{th} Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia & UNWTO High-level Regional Conference on Green Tourism

- Welcome remarks by M.L. Panadda Diskul, Governor of Chiang Mai province
- Congratulatory remarks by Mr. Martin Craigs, CEO PATA
- Opening address by Mr. Taleb Rifai, Secretary-General of UNWTO
- Inauguration by H.E. Mr. Chumpol Silapa-archa, Deputy Prime Minister and Minister of Tourism and Sports of Thailand

10:00 – 10:30 Press Conference (Convention Hall 3, 4\textsuperscript{th} Floor)

Tea & Coffee Break

10:30 – 12:30 Keynote Session
Moderated by H.E. Dato’ Ong Hong Peng
Secretary General, Ministry of Tourism, Malaysia
- Tourism in the UN Green Economy Report
  Mr. Luigi Cabrini, Director, Sustainable Development of Tourism, UNWTO

- Eco-tourism initiatives in Asia and the Pacific
  Mr. Lee Choon Loong, President/CEO of DISCOVERYMICE

- Green innovation in Tourism - experiences in Asia
  Mr. Stefanos Fotiu, Regional Coordinator, Resource Efficiency
  Regional Office for Asia and the Pacific, UNEP

- Research and Academic Perspectives on Green Tourism
  Prof. Kaye Chon, Dean, School of Hotel and Tourism Management
  Hong Kong Polytechnic University

Q & A

12:30 – 14:00 Buffet Lunch (O.P. Place, 1st floor, Le Meridien)

14:00 – 17:00 Country Session: National Endeavors on Green Tourism and Development

14:00 – 15:20 Country Session

- Moderated by Mr. Sanjay Kothari, Special Secretary, Ministry of Tourism, India

Country presentations by:

- Malaysia – H.E. Dato’ Ong Hong Peng, Secretary General, Ministry of Tourism
- Thailand – Dr. Chirapol Sintunawa, Vice President of Green Leaf Foundation
- Sri Lanka – Dr. Nalaka Godahewa, Chairman, Sri Lanka Tourism
- India – Mr. Rajesh Talwar, Director, India Tourism Singapore office
- Bhutan – Thuji Dorji Nadik, Director, Tourism Council of Bhutan

Panel discussion

15:20 – 15:40 Tea & Coffee Break

15:40 – 17:00 Country and Industry Session

- Moderated by Mr. Xu Jing
  Director, Regional Programme for Asia and the Pacific, UNWTO

Country presentations by:

- Rep. Korea – Mr. Young Soo Kim, Director, International Tourism Division
Philippines – Mr. Alex Macatuno, OIC Chief, Philippine Department of Tourism

Maldives Destination Development Strategies Towards Green Tourism – Mr. Moosa Zameer HASSAN, Deputy Director General, Ministry of Tourism Arts & Culture

Industry presentations by:

- Responsible Travel Nepal (RTN) initiative – Paul Stevens, SNV Senior Tourism Advisor
- Industry Perspective of Green Tourism – Michael Kwee, Coordinating Director Banyan Tree Global Foundation
- Media Perspective of Green Tourism – Mr. Imtiaz Muqbil, Travel Impact Newswire

Panel discussion

17:00 – 17:20 Closing Session

- Conclusions and Recommendations by Mr. Zoltan Somogyi Executive Director, Member Relations Services, UNWTO
- Closing Remarks by Mrs. Thanitta Savetsila Maneechote Deputy Permanent Secretary, Ministry of Tourism and Sports

18:00 Leave hotel from meeting spot at three official hotels: Le Meridian, Royal Princess and Pornping Tower Hotel by 5 coaches to Royal Park Rajapruek for welcome dinner

19:00 Welcome Dinner (Exhibition Hall 2, Royal Park Rajapruek)
Hosted by the Ministry of Tourism and Sports, Thailand

Friday 4th May: 24th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia

Venue: Grand Convention Hall, Le Meridien

09:30 24th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia

1. Adoption of the agenda
2. Communication of the Chairman of the joint meeting
3. Communication of the Co-Chairman of the joint meeting
4. Preliminary Remarks of the Secretary-General

11:00 – 11:20 Tea & Coffee Break

5. Progress report on the implementation of the programme of work for 2010-2011
5a – UNWTO Global initiatives
- Tourism Towards 2030
- Publications (general use of publications, e-library, new publications)
24th UNWTO JOINT COMMISSION MEETING FOR CAP & CSA

- Use of UNWTO logo and its institutional image
- Product Portfolio

13:00 – 14:30 Buffet Lunch at O.P. Place, 1st Floor, Le Meridien

14:30 24th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia

5b – Regional Perspective
- Regional Activities
- Activities of the UNWTO Regional Support Office for Asia and the Pacific
- Country brief by Thailand and general discussion on regional tourism trends

15:50 – 16:10 Tea & Coffee Break

6. Progress report on the implementation of the Programme of Work for 2012 - 2013
7. Election of candidates to represent each commission on the Programme and Budget Committee
8. Other matters
   - UNWTO/Hong Kong Polytechnic University Scholarship Programme
   - UNWTO/ADB Collaboration
   - CNN Task
   - TPO
9. Place and date of the twenty-fifth joint meeting of the two commissions

18:30 Leaving hotel to the dinner

19:00 – 21:00 Farewell Banquet
Buffet at Lanna Ballroom 1&2, Shangri-La Hotel
Hosted by the Ministry of Tourism and Sports, Co-Hosted by the Governor of Chiang Mai Province and Private Associations

Saturday 5th May: Technical Tour

Two technical tour programs will be available for guests’ choice as follows:

Program A: Huai Hong Krai Royal Development Study Center & Bo Sang Umbrella Village

09:00 Leave hotel for Huai Hong Krai Royal Development Study Center

09:30 Visit Huai Hong Khrai Royal Development Study Centre
It was established under the royal initiative in 1982 in the area of Khun Mae Kuang National Forest Reserve, Chiang Mai Province. It covers approximately 1,360 hectares. H.M. King Bhumibol realized that the area which used to have abundant forests and natural resources was deteriorating. His Majesty thus ordered to have the study center set up with objectives to conduct study research and experimentation on appropriate development methods which suited
the development needs of the Northern Region, especially on the conservation of watersheds, reforestation and agricultural development.

12:00

Lunch at Plub Pla Restaurant
Plub Pla restaurant is an elegantly designed traditional Royal Thai music house, which serves a marvelous buffet lunch daily. The interior is exquisitely decorated with traditional Siam arts and handicrafts.

Leave for Bo Sang Umbrella Village
Bo Sang Umbrella Village is among the old tourist spots of Chiang Mai which have got fame for their fine products -- umbrellas, Thai silk and cotton.

15:30

Arrive hotel

Program B: The Thai Elephant Conservation Center, Lampang

09:00

Leave hotel for The Thai Elephant Conservation Center, Lampang

09:30

Visit the Thai Elephant Conservation Center, Lampang
The Thai Elephant Conservation Center (TECC), founded in 1993 under Royal Patronage, cares for more than 50 Asian elephants from the forest located near Chiang Mai. Beyond being an exciting tourist experience, the TECC is also known for its pioneering work in conservation and science. The TECC also proudly houses six of HM King Bhumibol’s ten white elephants in the Royal Elephant Stables.

The TECC offers many enjoyable activities; watching elephant bathing, the elephant show and seeing our baby elephants. The TECC also operates an onsite Hospital and manages Thailand’s first mobile clinic, treating needy elephants free of charge. The TECC has an excellent natural breeding rate, usually producing at least two baby elephants a year.

12:30

Lunch at Khaomao-Khaofang Restaurant
Khaomao-Khaofang Restaurant, named as the most beautiful restaurant in Thailand, has transferred the imaginary jungle to its new restaurant in Chiang Mai. Experience the numerous plants and its beautiful waterfalls to give a cool and relaxing atmosphere during the day, with warm and delightful music at night. Customers are welcome to feel the friendly atmosphere and taste its delicious original Thai dishes every day.

15:30

Arrive hotel