THE 6TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

Theme 2012: Strategic Tourism Planning

25-28 June 2012              Paro, Bhutan

Final Programme

Sunday 24th June

Arrival and Check-in

19:00 Welcome Cocktail Reception (UNWTO)
Tashi Namgay Resort

Monday 25th June: Session 1

09:00 Opening Ceremony
Moderated by Mr. Phuntsho Gyeltshen, Planning officer, Tourism Council of Bhutan

- Welcome Remarks by Mr. Thuji D. Nadik, Director, Tourism Council of Bhutan
- Opening Remarks by Mr. Xu Jing, Director of Regional Programme for Asia and the Pacific of UNWTO
- Opening Remarks by Mr. Shin Yong Eon, Director General of Tourism Industry Bureau of the Ministry of Culture, Sports and Tourism
- Opening address by H.E. Lyonpo Khandu Wangchuk, Vice chairman, Tourism Council of Bhutan; Minister of Ministry of Economic Affairs

09:30 Session 1 Key Considerations for Strategic Tourism Planning at the National Level
Speaker: Dr. Paul Rogers, Anchor Consultant

Q&A

Country Presentations Moderated by Dr. Paul Rogers
10:30  •  Bhutan – Welcome to Bhutan  
     Mr. Thuji Nadik, Director, Plans & Programmes, Tourism Council of Bhutan

11:10  •  Fiji – Strategic Tourism Planning at a National Level in Fiji  
     Ms. Angeline Reddy, Senior Tourism Officer, Policy & Regulation Department of Tourism, Ministry of Public Enterprises, Communications, Civil Aviation and Tourism

11:50  •  Maldives – Key Considerations for Strategic Tourism Planning at the National Level  
     Mr. ZAMEEL Hassan, Deputy Director General, Ministry of Tourism Arts & Culture

12:30  LUNCH

Country Presentations Moderated by Dr: Paul Rogers

14:00  •  Pakistan – Strategic Tourism Planning at the National Level  
     Mr. Saad S. Khan, Tourism Development Corporation of Punjab

14:40  •  Australia – Strategic Tourism Planning: Australia’s ‘Tourism 2020’ Strategy  
     Mr. Spiro Kavadias, Manager, Labour and Skills Policy, Tourism Division Department of Resources, Energy and Tourism

15:20  •  Philippines – The National Tourism Development Plan: Strengthening the Philippines Strategic Planning Process  
     Madam. Maria Victoria Jasmin, Under Secretary, Philippine Department of Tourism

16:00  •  Vietnam – Vietnam Tourism Master Plan to 2020  
     Dr. Ha Van Sieu, Director, Institute for Tourism Development Research (ITDR)

16:40  •  Nepal – Tourism Planning in Transitional Times  
     Mr. Balkrishna Ghimire, Joint Secretary, Ministry of Tourism and Civil Aviation

17:20  Wrap-up

19:00  Welcome Dinner  
     Gangtey Palace
Tuesday 26th June: Session 2

09:00       Session 2 Strategic Tourism Planning for flagship Destinations and Sites – what are the key considerations?
Speaker: Mr Ludwig G. Rieder, Asia Pacific Projects, Inc.

Q&A

Country Presentations Moderated by Mr. Ludwig Rieder

10:00
- Malaysia – Homestay Experience
  Ms. Hamdiah Ismail, Senior Principal Assistant Secretary, Policy planning and international affairs division, Ministry of Tourism

10:40
- Lao PDR – Strategic Tourism Planning for Flagship Destinations in Lao PDR
  Mr. Sounh MANIVONG, Director General, Tourism Development Department, Ministry of Information, Culture and Tourism

11:20
- DPR Korea
  Mr. RI Yong Nam, Director, Department of Tourism Hospitality, National Tourism Administration

12:00
- Mongolia – How to Develop Tourism in Umnugobi Province
  Ms. SARANJAV Bayasgalan, Senior officer, Tourism Department, Ministry of Nature, Environment and Tourism

12:40 LUNCH

14:00
- Myanmar – Strategic Tourism Planning For Splendid Bagan
  Mr. Hlaing Oo, Director, Project Department, Ministry of Hotels and Tourism

14:40
- Sri Lanka - Strategic Tourism Planning for Flagship Sites and Destinations
  Mr. Tissa SOORIYAGODA, Director, Tourism planning & Development, Sri Lanka Tourism Development Authority

15:20 Small Group Discussion

16:00 Wrap-up
19:00  Dinner  
Tashi Namgay Resort

Wednesday 27th June  Technical Tour - Thimphu

08:00  Start from Paro
09:00  Arrival to Thimphu and Visit Simtokha Dzong
10:00  Visit Zorig Chusum (13 traditional arts and crafts institute)
11:30  Visit Folklore Museum
12.15  Lunch at Folklore Museum Restaurant
13.30  Visit Craft Bazaar
14.30  Free
16.30  Gather at the Clock Tower and Tea
17:00  Depart for Paro

Thursday 28th June: Session 3

09:00  Session 3  Sustainable Tourism Observatories and Strategic Tourism Planning in China
Speaker: Prof. Bao Jigang, Dean of School of Tourism Management, Sun Yat-sen University, Guangzhou, China

Q&A

Country Presentations moderated by Mr. Paul Rogers

10:00  Cambodia
Mr. THOK Sokhom, Director, Department of International Cooperation and ASEAN, Ministry of Tourism

10:40  India – Presentation on Green Tourism
Mr. Gajendra KUMAR, Regional Director, Ministry of Tourism Government of India, Ministry of Tourism

11:20  Indonesia – Planning and Implementing Sustainable Tourism in Indonesia
Case Study: Pemuteran Coral Reef Bali, Indonesia
Ms. Ni Wayan Giri Adnyani, Director, International Relations Bureau, Ministry Of Tourism and Creative Economy

12:00
- Macau – Positioning and Planning of Macau as a World Centre of Tourism and Leisure
  Mr. CHENG Wai Tong, Head of Organizational Planning and Development Department, Macau Government Tourist Office

12:40 LUNCH

Country Presentations moderated by Dr. Paul Rogers

14:00
- Thailand – Strategic Tourism Planning: National Tourism Development Plan (2012 - 2016)
  Mrs. CHONGKONGKIAT Thida, Director, Bureau of General Administration, Ministry of Tourism and Sports, Office of the Permanent Secretary

14:40
- Timor-Leste – Flagship Sites for Ecotourism & Community – Based Tourism
  Ms. Mariana da Costa, Officer, Ministry of Tourism, Commerce & Industry

15:20 Wrap-up

Closing Ceremony
  Moderated by Ms. Jiawei Jiang, UNWTO

19:00 Farewell Dinner
  Zhiwa Ling Hotel

Friday 29th June: Check-out and Departure