Invitation to:

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

2012 Strategic Tourism Planning

25-28 June 2012 Bhutan
Ministers of Tourism
Member States of CAP and CSA of UNWTO

Your Excellency,

As you are 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 current tourism issues.

Based on the success of the previous programs, UNWTO will hold the 6th UNWTO Asia/Pacific Executive Training Program in Bhutan focusing on strategic tourism planning in Asia and the Pacific. UNWTO will co-organize this significant event jointly with the Tourism Council of Bhutan with the financial support of the Ministry of Culture, Sports and Tourism of the Republic of Korea in Bhutan, which last one week, from 25th to 28th June 2012.

I am pleased to extend my warm invitation to your country to attend the 6th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy, which this year’s theme is Strategic Tourism Planning. 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 Bhutan. 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, subject to UNWTO’s final confirmation should fill in the attached registration form and return it with the copy of passport to the UNWTO Secretariat (Ms Jiawei JIANG, asia4@unwto.org Tel: 34-91-5679-317, FAX: 34-91-571-3733) not later than 30th April 2012.

In addition, please be informed that all the participants are required to prepare a short presentation on issues of tourism planning according to the requirements stipulated in the attached Technical Note. Participants could choose a topic of the presentation such as sustainable tourism development, multinational cooperation in tourism development, tourism marketing plan, destination management strategy, tourism impacts measurements, and innovation in tourism. The presentation in PPT and Text format should be submitted not later than 31st May 2012. All 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 and Venue:** 25-28 June 2012, Bhutan

**Co-organizers:** UNWTO, Tourism Council of Bhutan

**Sponsor:** Ministry of Culture, Sports and Tourism, Republic of Korea
Program Schedule: 3 days workshop (25th-26th 28th June) and 1 day technical
Tour (27th June), arrival on 24th June and departure on 29th June

Participants: Officials at senior director level or above from the national tourism administration,
experienced in tourism planning.

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

Main Lecturers and Speakers:

- Dr. Paul Rogers, UNWTO Anchor Consultant
- Mr. Ludwig G. Rieder, Director, Asia Pacific Projects, INC.
- Prof. Bao Jigang, Dean of Schol of Tourism Management, Sun Yat-sen University
- Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO

I look forward to receiving an affirmative response to my invitation at your earliest convenience.

Yours sincerely,

[Signature]

Taleb Rifai