



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

2012 Strategic Tourism Planning

25th-28th June 2012 Bhutan

Speakers Guidelines

Dear participants and speakers,

First of all, we would like to thank you for your forthcoming participation in the 6th UNWTO Asia/Pacific Executive Training Program. We look forward to welcoming you to Bhutan in June!

The theme of this year's training program is "**Strategic Tourism Planning**". The 3 days session will be especially focus on

- **Key Considerations for Strategic Tourism Planning at the National Level**
- **Strategic tourism planning for flagship Sites and Destinations**
- **Tourism Observatories**

As speakers and participants, please observe the following guidelines:

1. The speakers will be allocated in different sessions according to their presentation subject that they choose from the above-mentioned 3 focus areas. Please choose a focus for your presentation that, as far as possible, is consistent with the Training's theme, embraces the sub-themes (*indicators for sustainable tourism development for tourism destinations* and the *Global Sustainable Tourism Council Criteria*) and that fits neatly under one of the three session headings. A series of questions are included below in item 9 to help formulate and prepare your presentation.
2. Thirty minutes (30 minutes) will be allotted for each presentation and 15 minutes for Questions and Answers. Please kindly note that it is important that you stay within the time allotted.
3. UNWTO appointed consultants (Dr Paul Rogers, Mr Ludwig Rieder and Professor Bao Jigang) will act as moderators for the speaker sessions, which will introduce you, give you a reminder to conclude your session, and, open the floor for question and answer sessions.
4. To facilitate your introduction to the participants, kindly e-mail a brief profile of yourself (ideally highlighting experience and responsibilities related to training program themes) to Ms Jiang Jiawei at asia4@unwto.org and progers02@gmail.com.

5. In addition to the participants from the NTOs of UNWTO Asia-Pacific member states, there will be around 25 participants from Bhutan who will join the training and be eager to learn from the experiences of tourism officials from other countries. As far as practicable, kindly include in your presentation lessons learned and recommendations for future policy guidance that will be of practical value to all participants.

6. To help ensure a representative spread of presentations, **at your earliest convenience please send a brief email to Dr Paul Rogers (progers02@gmail.com) and Ms Jiang Jiawei (asia4@unwto.org) stating the proposed focus of your presentation.** Please include in this email any questions you may have about the focus and content of the presentation. If you would like to discuss any issues, please skype Dr Paul Rogers on: skype-paul-rogers

7. Presentation files and CV must be submitted to Ms Ms Jiang Jiawei and Dr Paul Rogers not later than 31st May 2012.

8. All presentation files will be uploaded in the website of UNWTO Regional Programme for Asia and the Pacific <http://asiapacific.unwto.org/en/event/6th-unwto-asiapacific-executive-training-program-tourism-policy-and-strategy> in advance of the training to facilitate efficient discussion.

9. Questions to help the speakers to formulate their presentations:

Session 1 Strategic Tourism Planning at the National Level

Preparatory questions

- In your country what key determinants are currently influencing and shaping strategic tourism planning at the national level?
- Have these determinants changed in the last five years – and, if so, what and how have things changed, and why?
- In your country, to what extent have the national objectives of previous strategic plans been achieved – what key factors assisted or undermined these achievements? Have strategic objectives changed as a result?
- What role, if any, do benchmarks and indicators for sustainable tourism play in assessing and evaluating tourism performance in your country?
- What approaches are you adopting at the national level to strengthen strategic tourism planning in your country?
- To what extent is your country working with the GSTC to adopt and role out its criteria?

Session 2 Strategic Tourism Planning for Flagship Sites and Destinations

Preparatory questions

- What are the main features and characteristics of a flagship site or destination in your country?
- What key strategic steps has your country taken to develop and promote this flagship site / destination?

- To what extent are principles for strategic and sustainable tourism planning embedded in the planning and management approaches adopted for this flagship site / destination?
- How and where do indicators for sustainable tourism, certification and benchmarking feature in the management and development of this flagship resource? If they do not feature, what issues currently dominate and what are the main impediments to their inclusion?
- What would you regard to be the respective roles of local communities and the private sector in monitoring and evaluating sustainable tourism sites and destinations?
- Are the arguments for adopting and resourcing sustainable tourism planning for flagship destinations in your country convincing and, if not, what might be done both in-country and by multilateral institutions such as UNWTO to strengthen these arguments, so they are adopted?
- Monitoring and evaluation using key indicators such as those identified by UNWTO and GSTC among others may be viewed as costly to implement. What options are there for financing these costs in your country?

Session 3 *Tourism Observatories and Strategic Tourism Planning in China*

Preparatory questions

- What would you regard to be the main reasons for adopting sustainable tourism planning approaches in your country?
- What are the main impediments to adopting sustainable tourism planning approaches at the national and flagship resource level in your country?
- Has your country identified specific sites / destinations as models or test-beds to trial and replicate best practice sustainable tourism planning – and what are the most important lessons being replicated and influencing development in other sites?
- In your country are the arguments for adopting and resourcing sustainable tourism planning at the national level convincing and, if not, what might be done both in-country and by multilateral institutions such as UNWTO to strengthen these arguments?
- How essential is community participation, ownership or control to the delivery of benefits to the community from a tourism initiative? What role does sustainable tourism planning play in enhancing and conveying benefits to the community and prevents building enclave tourist resorts?
- Are local governments aware of the importance of the sustainability of tourism in a destination? Do they know the indicators that serve as early warning systems identifying potential risks that signal the need for remedial action? In China, indicators have not been fully accepted and well used. What are your opinions and suggestions to encourage adoption and mainstreaming of indicators?