



**PROGRAM FOR
THE 7TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM
ON TOURISM POLICY AND STRATEGY:
Tourism Branding and Communications**

3rd-6th June 2013

Busan, Republic of Korea

Sunday 2nd June

All Day **Arrival and Check-in**
Park Hyatt Hotel, Busan

19:00 **Welcome Dinner hosted by Busan Metropolitan City**
Venue: Ballroom Lobby (2F), Park Hyatt Busan

Monday 3rd June

8:30 – 9:00 **Registration**

9:00 – 9:30 **Opening Ceremony**

Opening address by Dr. Taleb Rifai, Secretary General of UNWTO

**Congratulatory remarks by Vice Minister, Mr. Cho Hyun Jae, Ministry of Culture,
Sports and Tourism, Republic of Korea**

9:30 – 09:45 **UNWTO Executive Training Program Group Photo Session**

9:45 – 10:00 **Tea & Coffee Break**

Session 1: Branding and Communications in Tourism

10:00 – 10:30 **Mr. Peter Semone**
*Anchor Consultant and Chief Technical Adviser of the Lao National Institute of
Tourism and Hospitality*

10:30 – 11:00 **Q&A Session**

Country Presentations Moderated by Mr. Peter Semone

11:00 – 11:15 **Republic of Korea**
Mr. Byungchae Yu, Director, International Tourism Division, Ministry of Culture,
Sports and Tourism

11:15 – 11:30 **Bangladesh**
Mr. Kabir Akhtaruz Zaman Khan, Chief Executive Officer, Bangladesh Tourism Board

- 11:30 – 11:45 **Bhutan**
Mr. Damcho Rinzin, Head, Promotion, Brand and Communication Division, Tourism Council of Bhutan
- 11:45 – 12:00 **Nepal**
Mr. Mohan Krishna Sapkota, Joint Secretary, Ministry of Culture, Tourism and Civil Aviation, Nepal
- 12:00 – 12:30 **Q&A Session**
- 12:30 – 14:00 **Lunch**
- 14:00 – 14:15 **Lao People's Democratic Republic**
Mr. Lithisack Vorarath, Head of Unit, Tourism Promotion Division, Tourism Marketing Department, Ministry of Information, Culture and Tourism, Lao PDR
- 14:15 – 14:30 **Maldives**
Mr. Ali Shinan, Assistant Director, Ministry of Tourism Arts & Culture, Maldives
- 14:30 – 14:45 **Philippines**
Ms. Jemimiah-Fay Legaspi, Head Executive Assistant, Philippine Department of Tourism and Ms. Verna Esmeralda Buensuceso, Director IV, Philippine Department of Tourism
- 14:45 – 15:00 **Republic Union of Myanmar**
Mr. Kyaw Soe, Manager, Ministry of Hotels and Tourism, Myanmar
- 15:00 – 15:30 **Q&A Session**
- 15:30 – 15:45 **Tea & Coffee Break**
- 15:45 – 16:45 **Small Group Discussion**
- 16:45 – 17:15 **Wrap-up and Conclusions by Mr. Peter Semone**
- 19:00 **Welcome Dinner**
Venue YEYIJA

Tuesday 4th June

Session 2: Media and Tourism Promotion

- 9:00 – 09:30 **Mr. Duncan Morris**
Vice President Research, Turner International Asia Pacific Ltd.
- 9:30 – 10:00 **Q&A Session**

Country Presentations Moderated by Mr. Duncan Morris

- 10:00 – 10:15 **Republic of Korea**
Mr. Park Chul Hyun, Director, Brand Marketing Team
Korea Tourism Organization

- 10:15 – 10:30 **Cambodia**
Mr. Bou Chan Serey, Deputy Director, Department of Planning and Development, Ministry of Tourism and Mr. Phalla Say, Deputy Director, Department of International Cooperation, Ministry of Tourism
- 10:30 – 10:45 **China**
Mr. Xikuan Zhang, Section-in-chief, China National Tourism Administration
- 10:45 – 11:00 **Tea & Coffee Break**
- 11:00 – 11:15 **India**
Mr. Rajesh Talwar, Assistant Director General, Publicity, Events and IT, Ministry of Tourism
- 11:15 – 11:30 **Indonesia**
Ms. Ratna Suranti, Director, Indonesia Tourism Branding, Ministry of Tourism and Creative Economy
- 11:30 – 11:45 **Pakistan**
Mr. Arif Elahi, Secretary, Tourism Department, Government of Sindh, Karachi
- 11:45 – 12:15 **Q&A Session**
- 12:15 – 13:45 **Lunch**
- 13:45 – 14:00 **Mongolia**
Ms. Banzragch Margad, Director, Department of Tourism Policy Implementation and Coordination, Ministry of Culture, Sport and Tourism, Mongolia
- 14:00 – 14:15 **Sri Lanka**
Mr. Nandana Dissanayake, Director, Sri Lanka Tourism Development Authority
- 14:15 – 14:30 **Thailand**
Mr. Pasit Poomchusri, Director of Bureau of Tourism Services Development, Department of Tourism, Ministry of Tourism and Sports, Thailand
- 14:30 – 14:45 **Vietnam**
Mr. Bui Duy Hung, Senior Official/ Deputy Head of Overseas Market Division, Vietnam National Administration of Tourism
- 14:45 – 15:15 **Q&A Session**
- 15:15 – 15:30 **Tea & Coffee Break**
- 15:30 – 16:30 **Small Group Discussion**
- 16:30 – 17:00 **Wrap-up and Conclusions by Mr. Duncan Morris**
- 19:00 **Dinner**
Venue Keumsoobokguk

Wednesday 5th June

Session 3 Smart Tourism as a Tool of Destination Promotion

9:00 – 9:30 **Dr. Chulwon Kim**
Dean, College of Hotel and Tourism Management
Dean, Graduate School of Tourism, Kyung Hee University, Republic of Korea

9:30 – 10:00 **Q&A Session**

Country Presentations Moderated by Dr. Chulwon Kim

10:00 – 10:15 **Fiji**
Mr. Thomas Ray Valentine, Manager, Tourism Fiji

10:15 – 10:30 **Japan**
Ms. Noriko Kawai, Deputy Director, International Tourism Promotion Division, Japan
Tourism Agency

10:30 – 10:45 **Macau**
Ms. Wai Lan Betty Fok, Head of Destination Marketing Department, Macau
Government Tourist Office

10:45 – 11:00 **Tea & Coffee Break**

11:00 – 11:15 **Malaysia**
Ms. Zarina Md Yusuf, Principal Assistant Secretary, Strategic Planning and
International Affairs Division, Ministry of Tourism

11:15 – 11:30 **Nepal**
Mr. Mohan Krishna Sapkota, Joint Secretary, Ministry of Culture, Tourism and Civil
Aviation, Nepal

11:30 – 12:00 **Q&A Session**

12:00 – 13:30 **Lunch**

13:30 – 14:30 **Small Group Discussion**

14:30 – 15:00 **Wrap-up and Conclusions by Dr. Chulwon Kim**

15:00 – 15:30 **Closing Ceremony**

19:00 **Farewell Dinner hosted by Ministry of Culture, Sports and Tourism**
Venue Sicily Room (1F), Busan Paradise Hotel

Thursday 6th June

Technical Tour - Busan

Friday 7th June

Check-out and Departure