

7TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

Tourism Branding and Communications

3rd-6th June 2013 Busan, Republic of Korea

Speakers Guidelines for Participants

Dear Participants,

First of all, we would like to thank you for your forthcoming participation in the 7th UNWTO Asia/Pacific Executive Training Program. We look forward to welcoming you to Busan, Republic of Korea in June!

The theme of this year's training program is "Tourism Branding and Communications".

The program consists of a three-day session. There will be one session per day and participants will be expected to make a twenty-minute presentation on one of these three days.

Each session will begin with the lead presentation, in which the presenter will then moderate the country presentation and discussions.

- ◆ **Session 1: Branding and Communications in Tourism**
 - Mr. Peter Semone, UNWTO Anchor Consultant; Chief Technical Advisor of Lao National Institute of Tourism and Hospitality (Lanith)

- ◆ **Session 2: Media and Tourism Promotion**
 - Mr. Duncan Morris; Vice President, Research and Market Development, Turner International Asia Pacific Ltd.

- ◆ **Session 3: Smart Tourism as a Tool of Destination Promotion**
 - Dr. Chulwon Kim; Dean of College of Hotel and Tourism Management, Kyung Hee University

As participants, we ask that you please observe the following information and guidelines:

1. Lead Presenters / Session Moderators

UNWTO has appointed consultants (Mr. Peter Semone, Mr. Duncan Morris and Dr. Chulwon Kim) who will act as moderators for the speaker sessions, who will introduce you, give you a reminder to conclude your session, and open the floor for question and answer sessions. They will also facilitate small group discussions and a session wrap up.

2. Selection of Presentation Subject

Participants will be allocated in different sessions according to the presentation subject that they choose from the above-mentioned three focus areas. Please choose a focus for your presentation that, as much as possible, is consistent with the training theme; selection of focus should be done in consultation with the UNWTO Anchor Consultant, Mr. Peter Semone. This should be an area in which you believe your destination can provide an example of good practice and falls under one of the above three session headings. A series of questions are included below in **item 6** to help formulate and prepare your presentation.

3. Time Allocation

20 minutes will be allotted for each presentation **including** time for questions and answers. Please kindly note that it is important that you stay within the time allotted to enable all participants' equal opportunities to present.

4. Lessons and Recommendations

Please kindly include in your presentation lessons learned and recommendations for future policy guidance that will be of practical value to all participants. In addition to the participants from the NTAs of UNWTO Asia-Pacific Member States, there will be approximately 25 local participants from Korea who will join the training, who are eager to learn from the experiences of tourism officials from other countries.

5. Items to be communicated with the Anchor Consultant (Mr. Peter Semone)

a) Proposed focus of presentation

To help ensure a representative spread of presentations, please send a brief email to Mr. Peter Semone and Ms. Miki Takashima (see contact below) at your earliest convenience, stating the proposed focus of your presentation. We welcome any questions you may have about the focus and content of the presentation as well.

b) Participants' Profile

To facilitate your introduction to the participants, kindly e-mail a brief profile of the presenter. This should ideally highlight experience and responsibilities related to the above training program themes.

c) Presentation Files

Please send your presentation files to the attention of the UNWTO Anchor Consultant, Mr. Peter Semone, along with Ms. Miki Takashima. All presentation files will be uploaded in the website of UNWTO Regional Program for Asia and the Pacific **in advance** of the training to facilitate efficient discussion and distribution of materials.

Website address: <http://asiapacific.unwto.org/en/event/7th-unwto-asiapacific-executive-training-program-tourism-policy-and-strategy>

d) Submission Deadline

The presentation file(s) and profiles must be submitted no later than **Friday, 17th May 2013**.

Please send your Presentation file(s) and profiles by the above deadline to:

- Anchor Consultant, Mr. Peter Semone: Peter@Lanith.com
- UNWTO Coordinator, Ms. Miki Takashima: asia4@unwto.org

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

Session 1 Branding and Communications in Tourism

Preparatory questions

- How has your destination brand evolved?
- Has your destination brand changed over the years and if so, why and how?
- In what ways does your destination brand reflect the DNA of your country?
- Do the various stakeholders in your destination promote the destination brand in a concerted manner?
- How do you think the traveling public perceives your destination?
- What sort of resourcing is available to promote your brand?
- Is your brand communicated internally and if so, how?
- What is the respective role of the public and private sectors in developing and communicating your destination brand?

Session 2 Media and Tourism Promotion

Preparatory questions

- What traditional media channels does your destination use to promote tourism to your country?
- Do you find that there is sufficient return on investment for the money spent on tourism promotion through traditional media?
- What are the pros and cons of using local/national media versus pan-regional/international media for your tourism promotion campaigns?
- When determining the target audience of your promo campaigns, how wide should you cast the net? How do you balance the mass reach offered by some media against the targeted reach offered by others? Should the emphasis be on quantity or quality?
- Besides arrivals numbers or related statistics, how do you evaluate the effectiveness of your campaigns?

- How well do standard metrics (ratings, reach, page views, clicks etc.) serve you?
- What other types of effectiveness research do you conduct, or would like to conduct?
- Do you take advertising environment into account when making your media choices, i.e. the types of advertisements and media content your campaign creative will be adjacent to?

Session 3 Smart Tourism as a Tool of Destination Promotion

Preparatory questions

- What types of social media does your destination utilize for promotion?
- How effective are social media channels versus traditional media channels in attracting tourists to your destination?
- What sort of information technology do you use to service tourists while visiting your destination?
- Are there any special applications which function as a tour guide for travelers at tourist attractions?
- How does your country prospect information technology for destination promotion?
- What are the obstacles and challenges for taking advantage of social media in your tourism destination?

We look forward to working with you and hearing your success stories in Busan!