

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

Tourism Branding and Communications

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

Technical Note

1. Background

Since 2006, the UNWTO has convened the Asia/Pacific Executive Training Program on Tourism Policy and Strategy. This high level executive training program provides a platform for policy makers to get together for exchanging ideas on current tourism issues. Through a series of lectures, group discussions, debates, and presentations, the training program seeks to provide a forum to assist public and private sector tourism executives in gaining a better understanding of the latest trends in tourism management and provide a knowledge and experience sharing platform on good practices in successful policy and strategy formulation and implementation. The training program enables participants to improve their strategic tourism management skills and, through the network of contacts, further develop these skills going forward.

This year's program, which is entitled Tourism Branding and Communications, is being generously financed by the Government of the Republic of Korea and is expected to attract 25 high level participants from the Asia and Pacific region. The training program will consist of three days of workshop and a one-day technical tour.

2. Context

In correspondence with UNWTO forecasts, international tourism exceeded the one billion mark in 2012 with some 1.035 billion arrivals recorded. Considering that in 1950, there were only 25 million tourists, one could conclude that tourism has matured into a multifaceted, dynamic and substantial industry. In 2013, there is overwhelming abundance and variety in supply and increasingly more knowledgeable and discerning travelers that drive the demand-side of tourism. This has created an extremely competitive operating environment.

In tandem with the changes in the breadth and size of the tourism sector has come massive change in information, technology and communications (ITC). Bill Gates and Steve Jobs were born in 1955 and at their respective peaks produced huge change in the way people learn, communicate and think. Ted Turner did the same when in 1980 he founded the Cable News Network (CNN). Meanwhile Tim Berners-Lee quietly instigated the world-wide-web so that in the 21st century people like Mark Zuckerberg could establish the era of social media. In fact, the evolution of ICT has moved much faster than tourism in re-inventing itself and striving for innovation and continuous improvement in a rapidly changing business environment. Information technology has become a crucial factor in promoting tourism destinations, products and activities.

Competitiveness and technology are converging and placing increasing pressure on

tourism leaders to continuously evaluate, monitor and re-invent their approaches to the branding and communications of their destinations. It is essential in today's operating environment that public sector tourism executives possess a fundamental understanding of conventional and modern media and information technology. Only with this foundation will they be able to convey the powerful messages that are required to capture the consumer's attention and inspire them to visit their destination.

As outlined in the UNWTO publication *Evaluating NTO Marketing Activities* (2003), publicly funded national tourism organizations (NTOs) throughout the world are under growing pressure to justify their activities and budgets. Governments and tourism suppliers want to know what benefits they are getting from their NTOs that are additional to what they would have received anyway i.e. the 'added value'. And for this reason, more and more NTOs are expected to measure the extent to which they influence tourism to their countries, particularly as it applies to destination marketing and promotion. There is no question that the ways in which tourism destinations and NTOs measure the effectiveness of their activities, in attracting tourism, is still developing.

The UNWTO's *Handbook on Tourism Destination Branding* published in 2009 describes a destinations brand as 'what makes a destination distinctive, memorable and different'. A destination brand is described as 'the DNA that defines the destination and represents its core essence and enduring characteristics'. As such, it should run through every action of marketing, communication and behaviour by the NTO and the destination's stakeholders. And to further complicate things, a destination brand generally cannot be manufactured like a consumer product brand, but rather inherits its core assets: its landscape, people, culture and history.

And with the emergence of new dynamic source markets such as China, it is critical to be knowledgeable and agile in communicating on behalf of a destination. UNWTO's *Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe* (2013) explains that millions of stories are shared by Chinese travelers online and widely read by the more than half a billion internet users in the country. This phenomenon has profound implications for the travel industry and presents countless opportunities for destinations with savvy branding and communications strategies.

Considering the above, there is no question that in this ever changing and dynamic market place for travel and tourism products, those NTAs that are best attuned to the trends in information technology and media will enjoy the greatest degree of success.

3. Training Program Objectives

This program is specifically designed to support tourism policy makers and managers. It aims to strengthen effective and responsive policies and strategies that in turn must adapt to changing priorities and concerns at the national and destination levels.

The overall objectives of the training program are to deepen participants' understanding of branding and communications in the following areas:

- (i) the importance of branding and communications to the evolution and

- success of a tourism destination;
- (ii) forming effective and meaningful marketing partnerships between the public and private sectors;
- (iii) working with traditional media outlets to promulgate a destination's brand;
- (iv) capitalizing on emerging technologies as a destination promotion tool;

Moreover, the training program strives to enable UNWTO's Asia Pacific member countries to share successful tourism good practices in the marketing and promotion of tourism destinations. The ultimate aim being to strengthen the capacity for destinations at the regional, sub-regional, national and destination levels.

4. Provisional Program

The training will be divided into three themed sessions. Each session will commence with a lead presentation and be followed by a country presentation and discussion, small group discussion and wrap up. There will also be a technical tour arranged, details of which will be distributed in the coming weeks.

Date	Program
2 June (Sun)	Arrival and Check-in <u>Welcome Dinner</u> (Host Member State)
3 June (Mon)	<p style="text-align: center;">Session 1</p> <p style="text-align: center;"><u>Opening Ceremony</u></p> <p style="text-align: center;"><u>Lead Presentation:</u> <i>Branding and Communications in Tourism</i> Speaker: Mr. Peter Semone, Chief Technical Adviser, Lao National Institute of Tourism and Hospitality (Lanith)</p> <p style="text-align: center;"><u>Country Presentations and Discussion:</u> (TBA)</p> <p style="text-align: center;"><u>Small Group Discussion</u></p> <p style="text-align: center;"><u>Wrap Up</u></p>
4 June (Tue)	<p style="text-align: center;">Session 2</p> <p style="text-align: center;"><u>Lead Presentation:</u> <i>Media and Tourism Promotion</i> Speaker: Mr. Duncan Morris, Vice President Research, Turner International</p> <p style="text-align: center;"><u>Country Presentations and Discussion:</u> (TBA)</p>

	<p style="text-align: center;"><u>Small Group Discussion</u></p> <p style="text-align: center;"><u>Wrap Up</u></p>
5 June (Wed)	Technical Tour
6 June (Thu)	<p style="text-align: center;">Session 3</p> <p style="text-align: center;"><u>Lead Presentation:</u> <i>Smart Tourism as a Tool of Destination Promotion</i> Speaker: Dr. Chulwon Kim, Dean of Kyung-Hee University of Korea.</p> <p style="text-align: center;"><u>Country Presentations and Discussion:</u> (TBA)</p> <p style="text-align: center;"><u>Small Group Discussion</u></p> <p style="text-align: center;"><u>Wrap Up</u></p> <p style="text-align: center;"><u>Conclusion and Recommendation</u></p> <p style="text-align: center;"><u>Closing Ceremony</u></p> <p style="text-align: center;"><u>Farewell Dinner</u> (Host Member State)</p>
7 June (Fri)	Check-out and Departure

5. Participant Involvement

Participants should be at least senior director level from the national tourism administrations of UNWTO Member States and have an excellent command of English.

In order to increase participation levels, and to have a useful and practical learning experience, each participant is required to prepare a short presentation of approximately 20 minutes on issues and best practices associated with branding and communications issues and approaches prevailing in their own country.

Specifically, presentations should include a discussion of the following as it related to the destination the participant is representing:

- Evolution of the destination brand
- Traditional media approaches and strategies applied to promoting the destination
- Social media and information technology approaches and strategies applied to promoting the destination
- Partnership platforms created for the purposes of marketing the destination

Recommendations must be included in the presentations for other participants to obtain practical lessons from each case study of our member states. The anchor consultant will contact participants once they have been nominated in order to discuss the content and context of their presentation, which must adhere to the topic of the training program. The due date for presentation files to be submitted to UNWTO is no later than Friday, 17th May 2013. All the presentation files will be distributed to participants in advance of the training to facilitate efficient discussion.

6. Short Profiles of Presenters

Mr Peter Semone currently serves as Chief Technical Advisor of the Lao National Institute of Tourism and Hospitality (Lanith), headquartered in Vientiane, Laos.

Prior to his current engagement, Peter served as Team Leader of the Asian Development Bank (ADB) funded Mekong Tourism Development Project (MTDP) in Vietnam, which focused on small-scale infrastructure development and broad capacity building measures in support of the tourism sector.

Peter has served as Vice President of the Pacific Asia Travel Association (PATA) where he was responsible for directing PATA's regional offices in Europe, the Americas, the Pacific and China and providing strategic leadership to PATA's many regional and global initiatives. During his tenure at PATA, Peter was instrumental in responding to the Bali Bomb, SARS and Tsunami crises and in nurturing cooperation among the seven Greater Mekong Sub-region destinations.

Early in his career, Peter founded a destination management company, which managed shore logistics for major cruise ship visits to ports in Indonesia.

Peter holds an undergraduate degree from the University of Pennsylvania's College of Arts and Sciences and Wharton School of Business and a master's degree from Cornell University's School of Hospitality Management.

Mr Duncan Morris oversees Turner's Research activities within the Asia Pacific region across all Turner brands, from CNN through entertainment networks to kids' brands, such as Cartoon Network. These activities encompass media research across television, web and mobile platforms, as well as multi-country market and consumer research.

In the consumer research field, he commissions a wide range of studies, covering not only media-related topics, but also key industry sectors, including travel and tourism, which has a particular resonance with CNN's target audience.

A media and consumer research professional with over 20 years experience, Duncan joined Turner in 2000 from Nielsen Media Research, and has spent the past 18 years immersed in the Asia Pacific media scene. Prior to this, he held Research positions at Channel Four Television and at TV ratings company AGB in London.

Duncan holds a bachelor's degree in Geography from the University of Wales, is an avid cyclist, and spends his spare time riding up mountains or planning his next trip.

Dr Chulwon Kim is currently dean of College of Hotel and Tourism Management and dean of graduate school of tourism at Kyung Hee University. His interests include

smart tourism, MICE tourism, cultural tourism, leisure, competitiveness and international tourism policy.

He has served various positions including the editor in chief of the UNWTO Asia Pacific Newsletter and consultants for the OECD Tourism Committee and the G-20 summit events.

Kim received his B.A. from Sungkyunkwan University, M.A. in Economics from Yonsei University, M.B.A. from the School of Business and Public Management at George Washington University and Ph.D. from the Department of Recreation, Park and Tourism Sciences from Texas A&M University.