Guidelines for Speakers

The 8th UNWTO/PATA Forum on
TOURISM TRENDS AND OUTLOOK

13-15 October 2014
Guilin, China

in collaboration with
Guidelines for Speakers

Dear Speaker,

First of all, we would like to thank you for your forthcoming participation in the 8th UNWTO/PATA Forum on TOURISM TRENDS AND OUTLOOK to be held on 13-15 October 2014 in Guilin, China co-organized by UNWTO and PATA in collaboration with Guilin Municipal Government and The Hong Kong Polytechnic University. We all look forward to welcoming you to Guilin!

On an annual basis, this is the eighth year that this event takes place and it is the wish of all parties involved to make it a forum for all those dealing with tourism market intelligence and trend analysis in Asia and the Pacific to network, exchange ideas, and establish partnerships.

This year’s Forum focuses on connectivity in tourism. Contextually, while the technical sessions (Day One) focus on the generation of ideas with respect to the theme of the Forum, the plenary sessions of the conference (Day Two) will be committed to consensus-building and synthesis of knowledge and best practices.

As speakers and participants, please observe the following guidelines:

If you are a speaker in Session 1 (Day One), “Setting up the Scene”, the proposed focus is related to trends and implications for tourism development under the theme of connectivity. Each keynote presentation is allocated 30 minutes. Please finish your speech within this time frame so that interactions with the audience can be guaranteed.

For panelists in Session 2 (Day One), the theme is “Connectivity: The Key to Convenience and A Profitable and Sustainable Tourism Industry”. The session will feature panel presentations and discussions on how connectivity could enhance profitability and sustainability of the tourism industry. Kindly observe that panelist presentations in this session are allocated at about ten (10) minutes per speaker, so that there is adequate time (50 minutes) for interactions with the audience.

Session 3 (Day One) features panel presentations and discussions on “Enhancing Connectivity of Tourism Research for Better Practice”. The same time budget applies: Ten (10) minutes for panel presentation per speaker to outline or highlight the essence of her/his views; 50 minutes for panel discussions and interaction or engagement with the audience.

Session 4 (Day One) focuses on “Connectivity and Guilin Tourism Development (桂林国际旅游胜地建设的发展机遇与挑战)”. This session is to be delivered in Chinese and simultaneously interpreted in English. The same policy applies: Panel presentation in 10 minutes per speaker, followed by 40 minute interactions with the audience.

If you are a speaker/participant in the Plenary Keynote Session (Day Two), kindly focus on the theme of the forum ("Enhancing Connectivity in Tourism") in delivering your keynotes and interacting with the audience. Scheduled presentation of each keynote is about 20 minutes, followed by Q&A. Please keep your time.

Plenary Panel Session (Day Two), with one panelist from each organizing party, is designed and intended as a “summative sesión that goes beyond simple summary of the whole forum”. The session is to feature provocative reflections and debates on questions raised but remained un-addressed during (or resulting from) the preceding sessions. It is thus sub-themed “Connectivity and the Way Forward"
Summative Reflections and Open Debate*. Notably, intervention presentations are to be kept to the minimum say 5 minutes per panelist to outline or highlight the essence of her/his views, followed by reflections, debates, and interaction with the audience.

We would also ask you to kindly provide the following information to us via email to Ben Jiang <ben.jiang@polyu.edu.hk> with cc to Honggen Xiao at <honggen.xiao@polyu.edu.hk>.

Before 30 September 2014:
   a) Attached form with speaker details
   b) A brief bio highlighting your position(s) and expertise

Before 6 October 2014:
   c) PowerPoint presentation slides (These slides, in pdf format, together with the executive summary will be distributed to all participants)

Kindly note that papers and presentations can be delivered in English or Chinese.

Please do not hesitate to contact us if you have any queries or comments.

We look forward to hearing from you soon!

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Speaker's Details Form

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Executive Summary of the Presentation
(no more than 1500 words)