



Profiles of Speakers

THE 10TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

Regional Forum on Human Capital Development in Tourism

29 March 2016

Seoul, Republic of Korea

Regional Programme for Asia and the Pacific
World Tourism Organization

Profiles of Speakers

Mr Peter Semone currently directs Destination Human Capital, a collaborative consultancy that assists countries in developing their tourism sector software through strategic planning, development of education and training provisions and creation of partnership platforms.

He has served as Chief Technical Advisor of the Lao National Institute of Tourism and Hospitality (Lanith), headquartered in Vientiane, Laos. He is also the Chairman of the Pacific Asia Travel Association (PATA) Foundation.

Peter also 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 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.

Dr. Tom Baum is a Professor and Head of the Department of Human Resource Management in the Strathclyde Business School, University of Strathclyde in Glasgow. He is recognized internationally as a leading academic and consulting specialist in the policy-informing study of workforce planning; education and training; and human capacity development issues in the context of the international tourism and hospitality sector.

Tom has worked as teacher, trainer, programme evaluator and consultant in over 45 countries across five continents, working with governments, international agencies and the private sector.

In the Asia region, Tom has worked professionally in all ASEAN countries as well as Australia, China, Hong Kong and India. Tom has worked as a research manager within the public sector, an educator in the university sector and as consultant to public and privately funded projects across five continents.

Tom trained in education and pedagogy and holds BA (Hons) and MA degrees in Education from the University of Wales, an MPhil in Educational Development from Nottingham Trent University and a PhD in tourism labour market studies from the University of Strathclyde.

He has published ten books and over 175 scientific papers in the context of vocational education and training. He has supervised over 35 PhD students to completion and acted as External Examiner to over 50 doctorates in 6 countries.

Dr. Wolfgang Weinz Dr. Weinz has worked at the ILO, Geneva, since 2007. He previously worked for the IUF (United Food, Farm and Hotel workers), first as Regional Coordinator for Central and Eastern Europe (1995-2000), and subsequently as Strategic Project Coordinator on the MULTI initiative (2000-07). From 1993-1995 he was employed at the Research Unit on Consumer, Environmental, Agricultural and Technology Policy at the European Parliament.

Mr. Weinz has a PhD on Trade Unions and Industrial Relations and worked as a Trade Union Officer for the NGG in Hamburg from 1986-1990, where his focus was consumer and environmental policy for the internal European market.

Publications on industrial relations, CSR, trade unions, environmental issues, Europe and EU enlargement, globalisation, Social Dialogue, Poverty Reduction and Hospitality/Tourism Industry. Please visit www.ilo.org/tourism for more information.

Dr. Kaye Chon Professor Kaye Chon is Dean, Chair Professor, and Walter Kwok Foundation Professor in International Hospitality Management at The Hong Kong Polytechnic University School of Hotel & Tourism Management (SHTM). In 2011, Prof. Chon received the Ulysses Prize from the UNWTO. Commonly known as “Nobel Prize in Tourism,” Ulysses Prize is annually given to one scholar for distinguished contribution to knowledge creation in tourism.

Under Prof. Chon’s leadership, the SHTM has arisen as a leading school of hospitality and tourism management in the world. Under Professor Chon’s vision, the Hong Kong Polytechnic University saw the development of a US\$170 million dedicated premises for the SHTM which comprises teaching and research facilities for 2,000 students and 180 employees including 65 full time faculty as well as a 262-room hotel Hotel ICON which has received many international accolades for innovations in design, operations and management.

An active member of the UNWTO Knowledge Network, Professor Chon currently serves as the Editor-in-Chief of *Asia Pacific Journal of Tourism Research* and *Journal of Travel & Tourism Marketing*.

Ms. Maeve O'Brien An Irish Education expert specialising in overseas development assistance in the area of Education and Training through developing and delivering Hospitality and Tourism curricula, facilities, human capital and systems for the Asian market. I lived in Luxembourg for 10 years ('86-'95) in the UK from '95 -'06 and Singapore from '06 – 10. I have been in Lao PDR since 2010. My experience ranges from working in International Banking to setting up restaurants to designing and delivering marketing and strategy lectures to Singapore Tourism Board. Fellow Irish poet, W.B. Yeats, sums up my ethos *"Think like a wise man but communicate in the language of the people."*

Mr. Carl Winston Carl Winston has over 35 years of experience in a variety of senior executive level hospitality and tourism industry positions in academia and the "real world."

He is the founding Director of the L. Robert Payne School of Hospitality & Tourism Management at San Diego State University. Launched in 2001, the School has earned a global reputation for its rigor, relevance and near perfect placement rate for graduates. He is also the founding Managing Director of the China Hospitality Education Initiative (CHEI) and lead Academic Advisor to the Marriott Foundation for the initiative. CHEI was launched in 2013 and now supports more than 60 colleges and universities in China.

Prior to moving into academia, he had run hundreds of hotels and restaurants throughout the U.S. and Canada. He also ran a chain of small theme parks and started his professional career in public accounting

Mr. Winston has been involved with a large number of local, regional and international industry associations and groups where he has served in leadership positions and Boards of Directors.

His education includes a B.A. in Sociology from the University of California, San Diego and a Master's of Professional Studies in Hotel Administration, Cornell University.