



*The Secretary-General*

*Ref: RPAP/05/2018  
Madrid, 30 January 2018*

## **12<sup>th</sup> UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY**

Honorable Minister,

It is my great pleasure to inform you that the 12<sup>th</sup> edition of the UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy will be held on 19-22 March, 2018 in Kerala, India.

UNWTO has been conducting this annual high-level executive training program on tourism policy and strategy in the Asia-Pacific region since 2006. This program has been an important forum for high-level policy makers of the region's National Tourism Administrations to get together and strengthen effective and responsive formulation of policies and strategies.

I am pleased to inform you that this program, after eleven years of strong support from the government of the Republic of Korea (ROK), has become an iconic activity of UNWTO in the region. And it will again be fully sponsored by the Ministry of Culture, Sports and Tourism of the ROK.

This year's Executive Training Program will focus on **Tourism and Technology**. A detailed Technical Note, Program, General Information Note, Participants Guidelines and Registration Form are enclosed for further reference.

In this context, I am pleased to extend my invitation to your country and encourage you to nominate one senior director-level official to take advantage of this significant program. Completed registration forms should be duly signed by the Director General or higher level officer of the Ministry of Tourism or any equivalent organisation and submitted to the UNWTO Secretariat by **19 February, 2018**.

I look forward to receiving an affirmative response to my invitation.

With kind regards,

  
Zurab Pololikashvili