



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



Celebrating the 2017 International Year of Sustainable Tourism for Development

**The 11<sup>th</sup> UNWTO/PATA Forum on**

**TOURISM TRENDS AND OUTLOOK**

Theme: *SUSTAINABLE TOURISM: Beyond Being Green*

(主题：可持续旅游：超越绿色)

**10-12 October 2017**

**Guilin, China**

**In collaboration with**



# Preliminary Programme

## Day One: 10 October 2017

8.00-9.00	Registration
9.00-10.45	<b>Keynote Session One: Sustainable Tourism for Development</b>
	<b>Moderator: HKPU</b> <ul style="list-style-type: none"><li>● International Year of Sustainable Tourism for Development 2017 Márcio Favilla, Executive Director, UNWTO</li><li>● Three Decades of Sustainable Tourism Research Ralf Buckley, Griffith University, Australia</li><li>● Sustainable Tourism Research and Practice in China DAI Bin, President, China Tourism Academy, China</li></ul> <b>Q&amp;A</b>
10.45-11.00	Coffee Break
11.00-12.30	<b>Panel Session One: Sustainable Tourism for Development – Best Policy Practice</b>
	<b>Moderator: Ong Hong Peng, Chairman, National Arts, Culture &amp; Heritage Academy of Malaysia</b> <ul style="list-style-type: none"><li>● Towards a Statistical Framework for Measuring Sustainable Tourism (MST) Clara Van Der Pol, Statistics, Trends and Policy, UNWTO</li><li>● Philippines Gearing Towards Sustainable Francisco M. Lardizabal, Chief Tourism Operations Officer, Department of Tourism, The Philippines</li><li>● Developments towards the Measuring Sustainable Tourism in Fiji Artika Devi, Senior Statistician, Fiji Bureau of Statistics, Fiji</li><li>● Mobile-positioning Data to inform on Sustainable Tourism? I Gede Pitana, Deputy Minister for International Marketing, Ministry of Tourism, Indonesia</li><li>● Learnings from ‘Resident Attitudes towards Tourism’ for Tourism Cities? Vincent Nijs, Visit Flanders-European Travel Commission’s Market Intelligence Group</li></ul> <b>Discussion and Interaction</b>
12.30-14.30	Lunch

14.30-16.00	<p><b>Panel Session Two: Sustainable Tourism for Development– Best Industry Practice</b></p>
	<p><b>Moderator:</b> Mario Hardy, Chief Executive Officer, PATA</p> <ul style="list-style-type: none"> <li>● Sustainability in Hospitality Jude Kasturi Arachchi, Director, Jet Wing, Sri Lanka</li> <li>● Sustainable Mobility (Transport) for Heritage and Attraction Sites Vincent Calzaroni, CEO, BlueSolutions, Cambodia</li> <li>● Sustainable Preservation of Heritage &amp; Importance of Green Spaces Jean Wee, Director, Preservation of Sites &amp; Monuments, National Heritage Board, Singapore</li> <li>● Sustainable Tourism through Home Sharing Mike Orgill, the Head of Public Policy Asia-Pacific, Airbnb</li> </ul> <p style="text-align: center;"><b>Discussion and Interaction</b></p>
16.00-16:15	<p><b>Coffee break</b></p>
16.15-18:15	<p><b>Keynote Session Two: Tourism for Sustainable Development in China</b></p>
	<p><b>Moderator:</b> HKPU</p> <ul style="list-style-type: none"> <li>● Holistic Tourism: Governance System and Product Updates in the Construction of China as a Destination Country 全域旅游: 中国目的地国家建设的治理体系与产品更新 WU Bihu, Professor, Peking University, China</li> <li>● Tourism for Sustainable Development within the “Belt and Road” Framework (“一带一路”框架下的旅游可持续发展) (TBC)</li> <li>● Tourism Development and Sustainable Growth ZHANG Hui, Professor, Beijing Jiaotong University, China</li> <li>● Holistic Tourism for Sustainable Rural Development in China (全域旅游 背景下的乡村可持续发展) AN Li, Vice President of Airbnb China</li> </ul> <p style="text-align: center;"><b>Discussion and Interaction</b></p>
18:30-20.00	<p><b>Dinner</b></p>

## Day Two: 11 October 2017

08.00-09.30	<b>Opening Ceremony</b>
	<ul style="list-style-type: none"> <li>● Mr. Márcio Favilla, Executive Director, UNWTO</li> <li>● Mario Hardy, CEO, PATA</li> <li>● Kaye Chon, Dean and Chair Professor, School of Hotel and Tourism Management</li> <li>● China National Tourism Administration</li> <li>● Guangxi Tourism Administration</li> <li>● Guilin Municipal Government</li> </ul>
09.30-10.00	Group Photo/ Coffee Break
10.00-12.00	<b>Keynote Session Three: Tourism Trends and Outlook 2017-2018</b>
	<p><b>Moderator:</b> Ong Hong Peng, Chairman, National Arts, Culture &amp; Heritage Academy of Malaysia</p> <ul style="list-style-type: none"> <li>● <b>Updates on Latest Trends and Outlook</b> Ms. Clara van der Pol, Statistics, Trends and Policy Program, UNWTO</li> <li>● <b>Asia Pacific Trends and Outlook - Industry 4.0 and Implications for Sustainability</b> Mr. John Koldowski, PATA</li> <li>● <b>Chinese Outbound Tourism</b> Mr. Vincent Nijs, European Travel Commission's Market Intelligence Group</li> <li>● <b>Chinese Outbound Tourism - on the practical trends of the tourism industrial field</b> (TBC)</li> <li>● <b>Tourism Education on and beyond the Horizon</b> Cathy HSU, Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> </ul> <p style="text-align: center;"><b>Q&amp;A</b></p>
12.00-14.00	Lunch
14.00-15.45	<b>Panel Session Three: The Role of Academia in Driving Sustainability</b>

	<p><b>Moderator:</b> The Hong Kong Polytechnic University</p> <ul style="list-style-type: none"> <li>● The monitoring of sustainable tourism development: University as a Driver for Sustainable Tourism on Experience and Lessons from China XU Honggang, Professor, Sun Yat-sen University, China</li> <li>● Research in Poverty Alleviation through Tourism and Sustainable Development of Minority Areas 旅游扶贫研究与少数民族地区可持续发展 CHENG Daopin, President, Guilin Tourism University, China</li> <li>● Sustaining Tourism Growth through Knowledge Transfer Haiyan SONG, Associate Dean and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> <li>● Sustainability and Resilience in Action in Community-based Tourism Development - Learning from Dabang Tsung-chiung (Emily) WU, Professor, National Dong-hwa University, Taiwan</li> </ul> <p style="text-align: center;"><b>Discussion and Interaction</b></p>
15.45-16:00	Coffee Break
16:00-17.30	<b>Keynote Session Four: Sustainability in a New Height</b>
	<p><b>Moderator:</b> Harry Hwang, Deputy Director, Regional Programme for Asia and the Pacific, UNWTO</p> <ul style="list-style-type: none"> <li>● Building on Three Decades of Sustainable Tourism Practice Ted Manning, President, TouriskInc., Canada</li> <li>● Scaling Greater Heights - Wealth, Health and Self Actualization Ong Hong Peng, Chairman, National Arts, Culture &amp; Heritage Academy of Malaysia</li> <li>● Beyond sustainable development Geoffrey Wall, Professor, University of Waterloo, Canada <i>The UNWTO Ulysses Prize Laureate 2017</i></li> </ul> <p style="text-align: center;"><b>Q &amp; A</b></p>
17.30-18.00	<b>Closing Remarks</b>
	<ul style="list-style-type: none"> <li>● Márcio Favilla, Executive Director, UNWTO</li> <li>● Mario Hardy, CEO, PATA</li> <li>● Guilin</li> <li>● HKPU</li> </ul>
18.00-20.00	<b>Dinner</b>

**Day Three: 12 October 2017 (Technical Tour)**