



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



MCSTO

Monitoring Centre for UNWTO Sustainable Tourism Observatories

联合国世界旅游组织
旅游可持续发展
观测点管理与监测中心



Asia-Pacific Tourism Marketing Evaluation Workshop in Changshu, China

Changshu, China, 6-8 July 2017

Preliminary Programme

5 July, Wednesday

09:30 – 18:00 **Registration** (Changshu International Hotel)

18:00 – 20:00 **Buffet Dinner** (Changshu International Hotel)

6 July, Thursday (Changshu International Hotel)

09:00 – 09:30 **Opening Ceremony (meeting room tbc)** –simultaneous interpretation En-Ch

- Welcome remarks by Mr. Xu Jing, Executive Secretary and Regional Director for Asia and the Pacific, UNWTO
- Welcome remarks by Prof. Bao Jigang, Dean, School Of Tourism Management, Sun Yat-Sen University and Director, Monitoring Centre for UNWTO Sustainable Tourism Observatories
- Congratulatory remarks by Mr. Fang Yan, Deputy Director, Marketing and International Cooperation Department, CNTA
- Congratulatory remarks by the Representative of Jiangsu Province / Changshu Municipality (tbc)

09:30 – 09:45 **Coffee break**

09:45 – 10:30 **Setting the Scene (presented by Mr. Jon Munro, UNWTO Consultant)**

- Background of the Workshop
- Destination branding and marketing
- Trends, disruption in the market place and the changing consumer
- Key challenges facing destination marketing
- Strategy, planning and the relationship to evaluation and measurement

10:30 – 12:30 **Session 1:**

- **Introduction: General information of marketing evaluation**



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Setting objectives, discussing key challenges and introducing contemporary marketing evaluation within the context of marketing strategy, destination competitiveness and destination performance (¹reference material, chapter 1, 2 and 3)

➤ **Sharing the practices from the anticipated countries**

- ✓ **Mr. Mohammad Ramin Ateeqzada**, Director of Tourism Marketing, Development and Researching MoIC, **Afghanistan**
- ✓ **Mr. Damcho Rinzin**, Senior Marketing Officer, Tourism Council of Bhutan, **Bhutan**
- ✓ **Mr. Hlaing OO**, Deputy Permanent Secretary, Ministry of Hotels & Tourism, **Myanmar**
- ✓ **Ms. Prompeth Lertratanapreecha**, Deputy Director, TAT, Shanghai Office, **Thailand**
- ✓ **Mr. Aamir Rahim Raja**, Tourism Officer, HR & Administration, PTDC, **Pakistan**
- ✓ **Zhangjjajie**

➤ **Discussion and Conclusion**

12:30 – 14:00 Lunch (Banquet Hall tbc)

14:00 – 15:30 **Session 2:**

➤ **Evaluating offline consumer marketing activities**

Focussing on advertising, public and media relations, direct marketing and consumer shows and exhibitions (*chapter 4*)

➤ **Sharing the practices from the anticipated countries**

- ✓ **Mr. Aktar Ahamed**, Deputy Manager, Bangladesh Tourism Board, **Bangladesh**
- ✓ **Ms. Manisakhone Thammavongxay**, Director of Public Relations Division, Tourism Marketing Department, Ministry of Information, Culture and Tourism, **Laos**
- ✓ **Mr. Ariunbaatar Ishigudaa**, Statistics and Database Officer, Tourism Policy Coordination Department, Ministry of Environmental and Tourism, **Mongolia**
- ✓ **Ms. Alice Kuaningi**, Director Marketing, Marketing Division, PNG Tourism Promotion Authority, **Papua New Guinea**
- ✓ **Ms. Faegheh Atabak**, Deputy of Investment and Tourism, ICHTO, **Iran**
- ✓ **Changshu**

➤ **Discussion and Conclusion**

15:30 – 16:00 **Coffee break**

16:00 – 17:30 **Session 3:**

➤ **Evaluating and measurement of online consumer marketing activities**

Understanding different types of online measurement and exploring web analytics, social media analytics and online media monitoring in more detail (*chapter 5*)

➤ **Sharing the practices from the anticipated countries**

- ✓ **Mr. Yan Fang**, Deputy Director, Marketing and International Cooperation Department, China National Tourism Administration, **China**
- ✓ **Ms. Anne Chong**, Tourism Officer, Tourism, Ministry of Industry, Trade & Tourism, **Fiji**

¹ Reference material: ETC-UNWTO Handbook on Key Performance Indicators for Tourism Marketing Evaluation



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- ✓ **Ms. Fathimath Raheel**, Director, Marketing, Maldives Marketing & PR Cooperation
Maldives
- ✓ **Mrs. Nguyen Thi Quynh Trang**, Senior Official from Tourism Marketing Department of
VNAT, **Viet Nam**
- **Discussion and Conclusion**

19:00 – 20:30 **Welcome Dinner hosted by Changshu City, Jiangsu Province, China (Banquet Hall tbc)**

7 July, Friday (Changshu International Hotel)

09:00 – 10:30 **Session 4:**

- **Evaluating trade marketing and overarching marketing evaluation**
Applying consumer marketing evaluation and measurement to trade and B2B marketing.
Understanding the relationship between multiple marketing activities and destination impact
- the effect on destination brand equity and calculating return on investment
(chapter 6 and 7)
- **Sharing the practices from the anticipated countries**
 - ✓ **Mr. Yasuyuki Harada**, Chief Official, International Tourism Division, JTA, **Japan**
 - ✓ **Mr. Hishamuddin Bin Mustafa**, Deputy Director, Package Development, Malaysia
Tourism Promotion Board, **Malaysia**
 - ✓ **Philippines** (tbc)
 - ✓ **Ms. Jeddah Leavai**, Principal Research & Statistics, Research & Statistics
Division, Samoa Tourism Authority, **Samoa**
 - ✓ **Ms. Dona Madhumali Harshika Abeynayake**, Assistant Director Brand
Communication, Advertising, Sri Lanka Promotion Bureau, **Sri Lanka**
 - ✓ **Mr. Sabin Raj Dhakal**, Undersecretary, **Nepal**
- **Discussion and Conclusion**

10:30 – 11:00 **Coffee break**

11:00 – 12:00 **Session 5:**

- **Participant action planning**
Creating an action plan to take marketing evaluation and measurement forward in your
Destination Marketing Organization or Tourist Organization
- **Discussion (All the participants)**
- **Conclusion**

12:00 – 12:30 **Closing Ceremony:**

- **Conclusion and Recommendation by Mr. Jon Munro, UNWTO Consultant**
- **Closing remarks by Official of Changshu Tourism Bureau**

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

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12:30 – 14:00 Lunch (Banquet Hall tbc)

14:00 – 17:00 Technical Tour

- ✓ Yushan Park
- ✓ Zengyuan Garden, Zhaoyuan Garden
- ✓ Shanghu Lake Scenic Area

18:00 – 20:00 Buffet Dinner (Changshu International Hotel)

8 July, Saturday

10:00 – 17:00 Technical Tour

- ✓ Shajiabang Scenic Area
- ✓ Lunch at Longliqi Hotel
- ✓ Redwood Forest
- ✓ Nicanglou Wetland Park
- ✓ Dinner at Jiangxiang Alley

9 July, Sunday

Departure date