



Programme



2nd Euro-Asian Mountain Resorts Conference

“Paving the Way towards a Bright Future for Mountain Destinations”

14-16 October, 2015 Ulsan, Republic of Korea

13/10/2015

Background and rationale:

- Pursuant to its 1st edition in 2013 in Almaty Kazakhstan under the topic of “Developing New Destinations for Snow Tourism”, the 2nd Euro-Asian Mountain Resorts Conference aims at providing an overview on the mountain destinations within a broader context which includes areas like accessibility, social and demographic challenges, environmental, economic and cultural issues, seasonality challenges, better positioning in international markets and management or marketing linkages with the neighboring towns and cities.
- The conference will also illustrate success stories from different parts of Europe and the Asia Pacific on how to maximize the economic potential and social change while respecting the natural resources and cultural authenticity and diversity in the mountain destinations.
- The conference will discuss the role of the public and the private sector in the process of developing and managing the mountain resorts so as to maximize the return on investment and the economic and social benefits for the local community.
- A special panel will also be dedicated to “mega events” in order to illustrate knowledge and good practice related to the upcoming Winter Olympics which will take place in Pyeongchang in 2018.

CONFERENCE PROGRAMME

13 October 2015

Venue: The Lotte Hotel Ulsan

14:00 - 20:00 **Registration of participants (Lobby 2nd floor)**

Day 1, 14 October 2015

Venue: The Lotte Hotel Ulsan

09:00 - 14:00 **Registration of participants (Lobby 2nd floor)**

10:30 – 11:00 **Opening ceremony (Crystal Ballroom I & II, 2nd floor)**

Master of Ceremony: Ms. Joo-hee Lee

Welcoming address:

Mr. Kim Gi-hyeon, Mayor of Ulsan Metropolitan City, Republic of Korea

Opening remarks:

Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

Congratulatory remarks:

H.E. Mr. Kim Jongdeok, Minister of Culture, Sports and Tourism, Republic of Korea

11:00 – 12:00 **Ministerial Roundtable**

The session will highlight the ongoing policies, strategies and institutional framework for mountain tourism by the decision makers.

Moderator: Prof. Peter F. Keller, Institute for Tourism Faculty of Business and Economics (HEC) University of Lausanne, Switzerland

Mr. Francesco Frangialli, Honorary Secretary-General, UNWTO

H.E. Mr. Kim Jongdeok, Minister of Culture, Sports and Tourism of the Republic of Korea

H.E. Mr. Battserreg Namdag, Minister of Environment, Green Development and Tourism of Mongolia

Ms. Jacqui Dean, Parliamentary Private Secretary for the Minister of Tourism, New Zealand

Mr. George Chogovadze, Head of Georgian National Tourism Administration

12:00 – 13:00 **Welcome Luncheon
Crystal Ballroom III (2nd floor) & Charlotte Room (3rd floor)**

Hosted by: **Mr. Jung Chang-soo**, CEO, Korea Tourism Organisation

13:00 – 14:30

SESSION 1: Setting the Scene: Paradigm Shift in Mountain Tourism - Differences between the European and Asian Mountain Tourism Development

Keynote presentation:

Mr. Laurent Vanat, Laurent Vanat Consulting SARL, Switzerland

Moderator:

Prof. Peter F. Keller, Institute for Tourism Faculty of Business and Economics (HEC) University of Lausanne, Switzerland

Panellists:

Mr. Tatsumi Ichinmoto, President and CEO, MacEarth Co. Ltd, Japan

Mr. Bin Wu, Deputy General Manager, Golf & Ice & Snow Department, Operation Center, Wanda Cultural Industry Group, Beijing, China

Mr. Jean-Marc Farini, Project Director Russia-Asia, Compagnie des Alpes, France

Prof. Yoo-Hong Kwon, Hallym University of Graduate Studies, Seoul, Republic of Korea

14:15 – 14:30

Q/A

14:30 – 14:50

Coffee Break (Foyer, 2nd floor)

14:50 – 16:20

SESSION 2: Mountains as the City's Hinterland – Destination Development as a Symbiosis of Nature and Urban Space

Keynote presentation:

Mr. Kwang-yeul Koo, Ulsan University, Republic of Korea

Moderator:

Mr. Hwan-Myung Joo, Secretary General, Tourism Promotion Organization for Asia Pacific Cities (TPO)

Panellists:

Mr. Adam Feeley, Chief Executive, Queenstown, New Zealand

Mr. Ian Hill, Director, VisitCanberra, Australia

Mr. Yves Exbrayat, General Manager, Grenoble Tourism Office, France

Mr. Zhao Li Yong, Deputy-Director General of Tourism Division in Qinghuangdao City of Hebei Province, China

16:05 – 16:20

Q/A

16:20 – 16:40 Coffee Break (Foyer, 2nd floor)

16:40 – 18:10 SESSION 3: Mega Events: A Unique Opportunity to Capitalise on Global Attention – Creating a Positive Image, Regenerating the Destination and Enhancing the Economic Impact

Keynote presentation: Mr. Eric Callender, Senior Mountain Planner, Ecosign, Whistler, Canada

Moderator: Mr. Hae-Guk Hwang, Regional Deputy Director for Asia and the Pacific, UNWTO

Panellists:

Mr. Richard Adam, Chief Commercial Officer, Engadin St. Moritz Mountains AG, Switzerland

Mr. Nic Klar, Explore the Heart of Japan, Nagano, Japan

Mr. Kim Hyunki, Director General, Planning & Coordination Bureau PyeongChang Organizing Committee, Republic of Korea

16:55 – 18:10 Q/A

18:10 – 19:00 Shuttle to Welcome Dinner Venue

19:00 – 21:00 Welcome Dinner (Venue: tba)

Day 2, 15 October

9:00 – 10:30 SESSION 4: Accessible and Inclusive Tourism in Mountain Resorts

Keynote presentation:

Mr. Hideto Kijima, Japan Accessible Tourism Center, Japan

Moderator: Dr. Bongkoo Lee, Professor, Department of International Tourism, DongEui University, Busan, Republic of Korea

Panellists:

Ms. Sylvana Mestre, Snow Sports Development Manager, International Paralympic Committee, Spain

Mr. Joseph Kwan, Consultant to UN-ESCAP on Non-handicapping Environments and Global Chair to RI - International Commission on Technology and Accessibility, Hong Kong, China

Mr. Florian Van der Bellen, Accessible Tourism consultant, Former director Kaunertal Tourism, Austria

10:15 – 10:30 Q/A

10:30 – 11:00	Coffee Break (Foyer, 2nd floor)
11:00 – 12:30	SESSION 5: Product Development, Diversification and Innovation: Strategies to Respond to Demographic Challenges and to Find New Customers in Niche Markets

Keynote presentation:

Discovering Korean Identity through Mountain Culture

Prof. David A. Mason, College of Business Management, Chung-Ang University, Seoul, Republic of Korea

Moderator: Prof. Ick-keun Oh, College of Tourism Management, Keimyung University, Daegu, Republic of Korea

Panellists:

Mr. Kyle Hughes, Founder, Korea Snow, Brisbane, Australia

Mr. Yoichi Goto, Researcher, Dentsu Innovation Institute B Team, DENTSU INC., Tokyo, Japan

Mr. Rustam Najafov, First Deputy Director, Shahdag Mountain Resort, Azerbaijan

Mr. Martin Francou, International Project Manager, Geode, France

12:15 – 12:30 **Q/A**

12:30 – 14:30 **Lunch break
Crystal Ballroom III (2nd floor) & Charlotte Room (3rd floor)**

14:30 – 16:00 **Session 6: Effective Governance and Policy Instruments: Integrated Planning and Investment Incentives, Infrastructure Development and Public Private Partnerships in Management**

Keynote presentation & moderation:

Mr. Christopher Hinteregger, UNWTO Consultant, Partner and Head of "Tourism Destinations International" Kohl & Partner GmbH, Austria

Panellists:

Ms. Zeynep Aslan, Expert for Culture and Tourism and City Planner, Ministry of Culture and Tourism, Turkey

Mr. Aleksandre Onoprishvili, Director of Mountain Resorts Development Company, Georgia

Mr. Justin Downes, IMG Ski Resort Management, Beijing & Hong Kong, China

15:45 – 16:00 **Q/A**

16:00 – 16:30 **Coffee Break (Foyer, 2nd floor)**

16:30 – 17:30 **Technical conclusions and closing remarks**

Mr. Christopher Hinteregger, UNWTO Consultant, Partner and Head of
“Tourism Destinations International” Kohl & Partner GmbH, Austria

Ms. Esencan Terzibasoglu, Programme Director Destination Management
and Quality, World Tourism Organization (UNWTO)

Mr. Kim Gi-hyeon, Mayor of Ulsan Metropolitan City, Republic of Korea

Chairman of Ulsan City Council

18:00 – 20:00 **Farewell Dinner (Venue: tba)**

Day 3, 16 October

9:00 – 17:00 **Technical Visits**

[Technical Visit 1: City Tour](#)

[Technical Visit 2: Yeongnam Alps Trekking Tour](#)