

OVERALL PROGRAMME OF
THE 26th JOINT MEETING OF THE UNWTO COMMISSION
FOR EAST ASIA AND THE PACIFIC AND THE UNWTO COMMISSION FOR SOUTH ASIA
& UNWTO-ASEAN INTERNATIONAL CONFERENCE ON TOURISM AND CLIMATE CHANGE

Legazpi City, Albay, Philippines
18 to 20 May 2014

17 May 2014 (Saturday)

13:00 – 18:00 **Registration at the Oriental Hotel**

19:00 – 23:00 **Welcome Reception at the Misibis Bay Resort**
(hosted by the Department of Tourism in Philippines)

18 May 2014 (Sunday)

Venue: The Oriental Hotel and Resort Legazpi (Function Hall 2, 6th floor)

26th JOINT MEETING OF THE UNWTO COMMISSION FOR SOUTH ASIA & THE PACIFIC AND THE UNWTO COMMISSION FOR SOUTH ASIA

08:30 – 09:30 **Registration at the Oriental Hotel**

09:00 – 10:20 **1. Adoption of the agenda**

2. Communication of the Chairman (i.e. Philippines) of the joint meeting

3. Communication of the Co-Chairman (i.e. India) of the joint meeting

4. Report of the Secretary-General

10:20 – 10:40 **Tea & Coffee Break** (Function hall 1, 6th floor)

10:40 – 12:00 **5. Implementation of the General Programme of Work**

5.1. Global Activities

5.2. Regional Activities

5.3. Activities of the UNWTO Regional Support Office for Asia and the Pacific

12:00 – 13:30 **Lunch**

13:30 – 15:30 **6. Thematic discussion on Air Connectivity in the Asia-Pacific region**

7. Nomination of a candidate to represent the UNWTO Commission for East Asia and the Pacific (CAP) on the Committee on Tourism and Competitiveness

15:30 – 16:00 **Tea & Coffee Break** (Function hall 1, 6th floor)

16:00 – 17:30 **8. Affiliate members and industry partnership**

9. Other matters

10. Place and date of the 27th joint meeting of the two commissions

19:00 – 23:00 **Dinner at the Main Hall of the Oriental Hotel**
(hosted by the Tourism Promotions Board of the Philippines)

19 May 2014 (Monday)

Venue: The Oriental Hotel and Resort Legazpi (Grand Ballroom, Ground Floor)

UNWTO-ASEAN INTERNATIONAL CONFERENCE ON TOURISM AND CLIMATE CHANGE

09:00 – 10:00 **Opening Ceremony**

- Welcome Remarks by Hon. Mr. Joey Salceda, Governor of the Province of Albay
- Opening Address by Hon. Mr. Taleb Rifai, Secretary-General of UNWTO
- Introduction of the Guest of Honor by Hon. Ramon R. Jimenez, Jr. Secretary of Tourism
- Keynote address by H.E. Benigno S. Aquino III, President of the Philippines

10:00 – 10:30 **Tea & Coffee Break**

10:00 – 11:00 **Press Conference (for UNWTO, DOT and LGU and Local Government Units)**

SESSION 1

10:30 – 12:30 **Policy and National Strategies on Tourism and Climate change**
Moderated by Anita Mendiratta (CNN)

The session aims at contributing to the international debate on broader frameworks, strategies and policies on tourism and climate change as well as to examine worldwide responses to these issues and review recent research and data. This will include a presentation of the findings of the latest publication of UNWTO on Responding to Climate Change in Asia and the Pacific.

Special presentation: Congratulatory Remarks by Ms. Christiana Figueres, Executive Secretary, UN Framework Convention on Climate Change (UNFCCC) (video message)

ASEAN Framework, Parameters and Approaches on Tourism Responding to Climate Change

H.E. Le Luong Minh, ASEAN Secretary-General

The New Realities of Tourism in an Era of Global Climate Change

Dr. Rebecca Nadin, Director INTASAVE Asia Pacific

Tourism Related Climate Change Initiatives in Asia and the Pacific, and Australian Experience

Dr. Andy Choi, Research Fellow, University of Queensland, Australia

Climate Change as a Major Crisis Event: Implications for a Tropical Nature Based on Destination

Prof. Bruce Prideaux, School of Business, James Cook University, Australia

Development Partner's Perspective of Tourism and Climate Change

Mr. Reed Aeschliman, Deputy Mission Director, USAID Philippines.

Open Forum

12:30 – 14:00 **Lunch**

SESSION 2

14:00 – 15:30 **Recovery and Resilience: Opportunities on Sustainable Tourism for Building a Low Carbon Development**

Moderated by Dr. Rebecca Nadin, Director INTASAVE Asia Pacific

Acknowledging the growing global research on these issues, this session will present the latest scientific data and projections on climate change and its impacts, including on the findings of the latest Intergovernmental Panel on Climate Change (IPCC) findings and its relevance for the tourism sector. It will also address conceptual issues related to climate change, sustainability and tourism as well as the ongoing responses and initiatives from the various tourism stakeholders.

Sustainable and Innovative Climate Change Initiatives in the Tourism Sector

Dr. Dirk Glaesser, Acting Director, Sustainable Development of Tourism Programme, World Tourism Organization (UNWTO)

Role of Travel Agency in Tourism Risk Management

Mr. Yoshinori Ochi, Director of the Board and Secretary-General, International Affairs Japan Association of Travel Agents (JATA)

Advancing Renewable Energy in Island Tourism

Mr. Jeffrey Skeer, Senior Programme Officer – Technology Cooperation, International Renewable Energy Agency (IRENA)

Inclusion of the Private Sector in the Planning and Development Process

Mr. Martin Craigs, CEO, Pacific Asia Travel Association (PATA)

Open Forum

15:30 – 16:00 **Tea & Coffee Break**

16:00 – 17:00 **Philippine Climate Change Policies and Initiatives**

Hon. Mary Ann Lucille L. Sering, Secretary, Climate Change Commission, the Philippines

From Davos to Now... and Beyond: the Importance of the Latest IPCC Findings for the Tourism Sector

Professor Geoffrey Lipman, Creative Disruption Architect, Greenerth Travel & President of International Coalition of Tourism Partners (ICTP)

Panelists: Multi-stakeholders Perspective

- Mr. Imtiaz Muqbil, Executive Director, Travel Impact Newswire, Thailand
- Mr. John Koldowski, Head of the Service Innovation and Development Unit, College of Innovation, Thammasat University, Bangkok, Thailand

Open Forum

19:00 – 23:00 **Dinner at the Daraga Church**

(hosted by the Provincial Government of Bicol)

20 May 2014 (Tuesday)

Venue: The Oriental Hotel and Resort Legazpi (Grand Ballroom, Ground Floor)

SESSION 3

09:00 – 11:00 **Stimulating Consumer Behavior on Innovative Climate Change Mitigation and Adaptation Actions**

Moderated by Ms. Cherrylyn Rodolfo, University of Asia and the Pacific

Important progress has been made on multiple fronts to devise mitigating and adaptive strategies to combat the impacts of climate change on the tourism sector particularly on vulnerable tourism destinations such as coastal zones. However, much needs to be done and the academic, private and policy actors are discussing new ways to improve adaptation to climate change, which includes changes in behaviors and practices. The session will provide some general ideas/insights/theories on consumer behavior in tourism under a climate change perspective (climate-friendly or sustainable behavior choices) and empirical evidence on attitudes and acceptance towards such behavior options including very recent data collected on these issues.

Consumer Behavior and Tourists Responses to Climate Change

Prof. Dr. Martin Lohmann, University of Luneburg – Leuphana, Germany

The influence of Online Travel Reviews and Public Attitude to Climate Change

Mr. Joel Fisher, TripAdvisor, Director of Display Advertising Sales for Asia Pacific

Making the Hotel Business Resilient to Extreme Weather Situations

Mr. Mariglo Laririt, Director, El Nido Resorts

STREAM achievements from MTCE perspective

Mr. Frans Teguh, Ministry of Tourism and Creative Economy, Indonesia (MTCE)

Open Forum

11:00 – 11:30 **Tea & Coffee Break**

11:30 – 12:30 **Innovative Instruments Supporting the Tourism Sector in the Midst of Climate Change Challenges**

Mr. Geoff Buckley, Managing Director, New Earth Tourism Pty Ltd., Australia

Open Forum

12:30 – 13:00 **Closing Session**

Presentation of the Legazpi Declaration on Tourism's Response to Climate Change

Dr. Dirk Glaesser, Director, Sustainable Development of Tourism Programme, World Tourism Organization (UNWTO)

Adoption of the Legazpi Declaration on Tourism's Response to Climate Change

Closing Remarks

- Mr. Zhu Shanzhong, Executive Director for Technical Cooperation and Services (UNWTO)
- Mr. Daniel G. Corpuz, Undersecretary, Department of Tourism, Philippines and Country Coordinator for ASEAN Tourism and Climate Change Initiative

13:00 – 14:00 **Lunch**

14:30 – 18:00 **Technical Tour**

Ligñon Hill	A place for hiking, climbing, zip line, rapelling, hanging bridge walking, Japanese tunnelling and lava watching. It offers a 360 degree-view of the Mayon Volcano and a very good view of the city as well, especially at night. Visitors are encouraged to walk from the foot to the top of the hill.
Legazpi Boulevard	A long stretch of road that interlinks five Barangays of Bicol namely: Rizal, Victory Village, Dap-dap, Puro and Lamba. It has a very good view of the Mayon Volcano and the Kapuntukan Hill.
ATV Ride and Mayon Lava Watching	A one of a kind adventure that includes a nine (9) kilometre and a 45 minute ride going to the lava front of Mayon Volcano from the foot of the Ligñon Hill.
Cagsawa Ruins	Remnants of an 18th-century Franciscan church, today only the church tower remains. This is a memorial ground of the 2,000 people here and a reminder of the resilience of the Bicolanos to the challenges nature brings.
Daraga Church	After Cagsawa Church was destroyed by Mayon's 1814 eruption, the Daraga Church became the main parish of Cagsawa. The original facade and bell tower still remain today. The design of the Daraga Church is described as a blend of the Renaissance Gothic and Mexican Baroque architectural styles. The Daraga Church has been declared a National Culture Treasure in 2007.
Legazpi City Museum	Showcases the heritage and culture of the city of Bicol and is the only public museum in the Bicol Region.

19:00 – 23:00 **Closing Dinner at the Cagsawa Ruins**
(hosted by the Provincial Government of Bicol)