

IFT Global Centre for Tourism Education and Training and UNWTO 5th Training Workshop Programme

“Capacity Building for Destination Marketing & Tourism Development”

Workshop Topics & Presenters

Day	AM (0930-1230)	Lunch (1230-1400)	PM (1400-1700)	Venue
Wed, 23 May			<p><i>Arrival of Participants</i></p> <p>1700 – 1800 Familiarization walking tour around EAH</p>	Hostel (EAH)
Thu, 24 May	<ul style="list-style-type: none"> 0930 – 1230 Overview of Marketing & The Seven “Ps” <i>(Prof. Don Dioko)</i> 		<ul style="list-style-type: none"> 1400 – 1700 Strategic Marketing <i>(Dr. Christina Iao)</i> <p>1730: Bus departs from IFT Taipa Campus lobby</p> <ul style="list-style-type: none"> 1900 Welcome Dinner at IFT Educational Restaurant <p>2100: Bus return to Hostel (EAH)</p>	FG45
Fri, 25 May	<ul style="list-style-type: none"> 0930 – 1130 Destination Marketing & Branding <i>(Dr. Veronica Lam)</i> 1130 - 1230 The blind men and an elephant? Implications on destination marketing and destination image? Using Macao as case study <i>(Dr. Tammy Ku)</i> 		<p>1400: Bus departs from Taipa Campus lobby to MGM</p> <ul style="list-style-type: none"> 1430 – 1630 MGM Cotai presentation on its Market Positioning & Site Visit <p>1630: Bus return to Hostel (EAH)</p>	AM: FG45 PM: MGM
Sat, 26 May	<ul style="list-style-type: none"> 0930 – 1230 Consumer Behaviour Marketing & The China Tourist Market <i>(Dr. Eve Ren & Dr. Xiangping Li)</i> 		<ul style="list-style-type: none"> 1400 – 1700 Creativity <i>(Dr. Fernando Lourenco)</i> 	FG45
Sun, 27 May	<ul style="list-style-type: none"> 0930 – 1230 Heritage Management & the Marketing of Cultural Heritage Resources <i>(Dr. Cora Wong)</i> 		<p>1400: Bus departs from Taipa Campus lobby</p> <ul style="list-style-type: none"> 1400 – 1700 Visit to UNESCO heritage sites <i>(Mr. Michael Leong, UNESCO Heritage Specialist Guide)</i> <p>1700: Bus return to Hostel (EAH)</p>	AM: FG45 PM: Site visit
Mon, 28 May	<ul style="list-style-type: none"> 0930 – 1230 Special Interest Tourism <i>(Dr. Ahmed Abdel Fattah)</i> 		<ul style="list-style-type: none"> 1400 – 1700 Country and/or Organization Presentations* <i>(Convener/Moderator – Prof. John Ap)</i> <p>Participants from each country or destination will be asked to provide a short presentation (15 to 20 mins) about tourism in their respective countries to discuss the main tourism challenges & problems they face.</p>	FG45

Tue, 29 May	<ul style="list-style-type: none"> 0930 – 1230 Sustainable Tourism Planning & Development <i>(Prof. John Ap)</i> 		<p>1400: Bus departs from Taipa Campus lobby</p> <ul style="list-style-type: none"> 1400 – 1700 Visit to Macau Attractions <p>1700: Bus return to Hostel (EAH)</p>	<p>AM: FG45 PM: Site visit</p>
Wed, 30 May	<ul style="list-style-type: none"> Preparation for Workshop Group Presentations / Free Time 		<ul style="list-style-type: none"> Preparation for Workshop Group Presentations / Free Time 	
Thu, 31 May	<p>0915: Bus departs from Taipa Campus</p> <ul style="list-style-type: none"> 0945 - 1030 Visit and Photo taking with Dr. Alexis Tam, Secretary for Social Affairs & Culture at Government Headquarter <p>1045: Bus to IFT main campus</p> <ul style="list-style-type: none"> 1100 – 1300 Marketing Research <i>(Prof. John Ap & Prof. Don Dioko)</i> <p>1300 Farewell Lunch at IFT Educational Restaurant</p>		<ul style="list-style-type: none"> 1430 – 1600 Workshop Group Presentation <i>(Convener/Moderator – Prof. John Ap)</i> (Based on application of one workshop topic by participants from each country) 1600 – 1630 Workshop Close & Certificate Presentation <p>1700: Bus return to hostel</p>	<p>Main Campus E123 Wine and Tea Room</p>
1 Jun	Departure of Participants			

Remarks:

- Please arrive at the gathering point on time for bus transportation (remarks in green).
- The above schedule is subject to change according to actual situation.

Venue	Address
East Asia Hall (map)	Avenida Padre Tomás Pereira, S/N, Taipa, Macau, China – Forward Building/ East Asia Hall
Taipa Campus – Forward Building (map)	澳門氹仔徐日昇寅公馬路(展望樓/ 旅遊學院學生宿舍)
Mong-Há Campus - Educational Restaurant (map)	Colina de Mong-Há, Macao, China 中國澳門望廈山
Access to IFT:	http://www.ift.edu.mo/EN/accessIFT/Home/Index/135

Last Update: 2018/05/29