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## **PARTICIPANTS' GUIDELINES**

THE 12TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING  
PROGRAM ON TOURISM POLICY AND STRATEGY

### ***Tourism and Technology***

Four (4) days: Monday 19th March to Thursday 22nd March, 2018  
Kerala, India

Regional Programme for Asia and the Pacific

**World Tourism Organization**

# Participants' Guidelines

Dear Participants,

First of all, we would like to thank you for your forthcoming participation in the 12th UNWTO Asia/Pacific Executive Training Program. We look forward to welcoming you to Kerala, India in March.

The theme of this year's four-day training program is "Tourism and Technology." **It is important for participating countries to note that for the training session on day 1 (Monday, 19 March 2018) a representative of each participating country will be required to make a short eight-minute presentation on the theme.** The content of these eight-minute country presentations should focus on National Tourism Policy and technology's impact to augment marketing efforts, improve sustainability, spur innovation and contribute to the foundation of "smart destinations."

You will find a PowerPoint template for your eight-minute presentation attached to these guidelines. All speakers and participants are requested to please observe the following information and guidelines:

## **1. Anchor Consultant**

UNWTO has appointed Peter Semone as the UNWTO Anchor Consultant for the 12th UNWTO Asia/Pacific Executive Training Program 2018. In this role, Mr. Semone will serve as the overall content coordinator and moderator and will introduce speakers, give reminders to conclude your session, and open the floor for question and answer sessions. He will also facilitate small group discussions and a session wrap up.

## **2. PowerPoint Presentation Template**

Country presentations will be limited to five slides as listed below. Please use the PowerPoint template provided (maximum five slides – no more, no less!).

**SLIDE 1:** Introduction of country and presenter

Name of Country/ Name of Presenter

**SLIDE 2:** A SWOT Analysis of your country's Strategic Intent on Tourism and Technology

### **SWOT Analysis**

Strengths	Weaknesses
Opportunities	Threats

**SLIDE 3:** Stakeholder Roles and Responsibilities in your Country on Tourism and Technology

<b>Name of Stakeholder</b>	<b>Roles and Responsibilities</b>
Government	
Private Sector	
Industry Associations	
Civil Societies	
International Organisations	

**SLIDE 4:** Highlights of Key Regulatory and Policy Initiatives, Strategies, Programmes and Success Stories in your Country on Tourism and Technology

**SLIDE 5:** Benefits, Lessons Learned and Recommendations

Your presentation should be analytical and objectively reflect the reality in your country in order for other participants to obtain practical lessons from each case study of our member states. The Anchor Consultant can be consulted in relation to content and context of your presentation, which must adhere to the topic of the training program. The due date for submission of presentation files is no later than Wednesday, **7 March 2018**.

### **3. Time Allocation**

For country presentations, **8 minutes** will be allotted for each presentation. Please kindly note that it is important that you stay within the time allotted to enable all participants an equal opportunity to present.

### **4. Lessons Learned and Recommendations**

Please kindly include in your presentation lessons learned and recommendations for future policy guidance that will be of practical value to all participants. In addition to the participants from the national tourism administrations of the UNWTO Asia-Pacific Member States, there may be some local participants from India who will join the training to learn about good practices around the region.

### **5. Items to be communicated with Mr. Peter Semone, UNWTO Anchor Consultant**

#### **a) Proposed focus of presentation**

To help ensure a representative spread of presentations, please send a brief email to Mr. Peter Semone and Ms. Harmony Lamm (see contacts below) at your earliest convenience, stating that you are clear of the requirements of your presentation. We welcome any questions you may have about the focus and content of the presentation as well.

#### **b) Participants' Profile**

To facilitate your introduction to the participants, kindly e-mail a brief profile of the presenter within half a page. This should ideally highlight experience and responsibilities related to the above training program theme.

**c) Presentation Files**

Please send your presentation files to the attention of the UNWTO Anchor Consultant, Mr. Peter Semone, along with Ms. Harmony Lamm. All presentation files will be uploaded on the website of UNWTO Regional Program for Asia and the Pacific **in advance** of the training to facilitate efficient discussion and distribution of materials.

<http://asiapacific.unwto.org/event/12th-unwto-asiapacific-executive-training-programme-tourism-policy-and-strategy>

**d) Submission Deadline**

The presentation PowerPoint file and participant's profiles must be submitted no later than **Wednesday, 7 March 2017**.

Please send your Presentation file(s) and profiles by the above deadline to the attention of:

Mr. Peter Semone (Anchor Consultant): Peter@DestinationHumanCapital.com  
Ms. Harmony Lamm (UNWTO Coordinator): hlam@unwto.org

## UNWTO Consultants

### Peter Semone



Peter Semone is a leading strategist, educator, entrepreneur and author specializing in tourism development in Southeast Asia. He is founder and president of the strategic advisory Destination Human Capital Limited.

Peter has served as Chief Technical Adviser and Team Leader for projects in Lao PDR and Vietnam and is frequently called upon as a short-term expert to the World Tourism Organisation and other international development groups such as Asian Development Bank, AUSAID, GIZ, International Labor Organisation, NZAID, USAID and the World Bank Group.

Peter is the founder of the internationally acclaimed Lao National Institute of Tourism and Hospitality (LANITH) vocational school. He is also Chairman of the PATA Foundation and during the past 20 years has served in a variety of leadership capacities on Pacific Asia Travel Association committees and task forces.

Following university studies in US East Coast Ivy League colleges (University of Pennsylvania and Cornell University), Peter founded a destination management company that provided shore logistics services to cruise ships at ports-of-call throughout Indonesia and participated as an entrepreneur in several start-ups.

Mr. Semone is widely published in peer-reviewed journals on topics related to tourism development, marketing and destination human capital. In his free time, Peter enjoys lecturing at colleges and universities and spending time with his family in Bali and California.

## Dr. Ji-Hwan Yoon



Dr. Ji-Hwan Yoon has developed extensive background as a professor, researcher and entrepreneur of tourism and hospitality. Currently, Yoon is a Professor of Hotel and Tourism Management at Kyung Hee University, Korea. Yoon started his career as a Research Associate of School of Hotel, Restaurant and Recreation Management at The Pennsylvania State University, USA. Previously, he served as a President and Editor of Hotel and Food Service Management, a sub division of the Tourism Sciences Society of Korea (TOSOC). He was also a Senior Researcher at the Korean Tourism Research Institute.

Yoon is currently interested in future trends in the tourism and hospitality industry and has published papers in tourism journals. Recently, Yoon founded a tourism venture company based on Artificial Intelligence (AI) and Information and Communication Technology (ICT). He is also an advisor for tourism venture companies. As a chairman of the Tourism Venture Forum in Korea, he is actively involved in establishing the relationship among tourism ventures, traditional tourism companies, and the government.

He graduated from The Pennsylvania State University in 1996 with Ph.D. in Hospitality and Tourism Management.

## Speakers

### Hari Nair



Hari is the Founder & CEO of [HolidayIQ.com](https://www.holidayiq.com), India's first & largest travel community. At HolidayIQ, Hari focuses on trying to acquire feedback and insights from Indian travellers and uses these to provide high quality holiday advice to each & every Indian traveller. So far, [HolidayIQ.com](https://www.holidayiq.com) has been successful in getting 5 million Indian travellers to provide reviews and these are used by over 100 million Indian travellers every year to plan trips.

Hari is also the primary architect of India's most popular digital travel series, 'Conversations With Hari', in which he talks to some of India's most successful and interesting people on Travel and their 'Journey of Life'. 'Conversations With Hari' has now crossed 15 episodes with each episode garnering over 3 million views across Facebook & Youtube.

Hari also anchors a path-breaking radio travel show every week on Radio Indigo 91.9 FM in Bangalore. In this show, Hari's fascinating experiences of travel to all corners of India and the world are combined with his innate storytelling ability to create compelling travel inspiration for Indian travellers. These shows can be also found as podcasts on Sound Cloud & iTunes.

Hari is deeply passionate about fully leveraging the power of Tourism for India's economic development and regularly advises many Governments in India on this. He is also a sought-after speaker at various high-level domestic & international conferences on Tourism.

Prior to founding HolidayIQ, Hari had a 15-year career in management consulting & was a Partner at KPMG handling Project Finance for very large infrastructure projects such as privatisation of major airports in India, privatisation of the electricity distribution in Delhi, etc.

When not working, Hari can be found exploring many other eclectic interests such as Yoga, Ayurveda, Indian heritage, international fashion, water sports & future studies. Hari also loves food & is happy to try cuisines from every region.



Sarah leads the Destination Marketing Sales team at TripAdvisor, for the Asia Pacific region. The team is focused on working with and supporting all tourism boards in Asia Pacific, as well as helping local hospitality businesses better understand the impact of digital on their business. Under Sarah's leadership, the Asia Pacific team launched the first TripAdvisor's Destination Academy, a three-day Digital Boot camp for government organisations and the CEO Challenge, a regional campaign that supports the discovery of less well-known destinations in the region.

Prior to her current role, Sarah was based in TripAdvisor's London office as part of the Destination Marketing Sales team and was responsible for the European, Asian and African markets. During that time, she worked closely with key clients such as South Africa Tourism and Greek National Tourism Organization, sharing best practices with industry partners. Her work with South Africa Tourism on its first global strategic partnership was featured in the recent UNWTO E-Marketing Handbook.

Sarah is current Chairperson of Pacific Asia Travel Association. She first joined the PATA Executive Board when she was elected the Industry Council Chairperson in 2014 and was elected Vice Chairperson in May 2016.

Prior to joining TripAdvisor, Sarah held MICE and international marketing positions at the Hong Kong Tourism Board and Visit Flanders, where she worked with industry partners drive awareness of both destinations. Sarah was a senior executive at Cesar Ritz Colleges in Hong Kong before that.

Born and raised in Hong Kong SAR, Sarah has also lived in Beijing and Australia and is fluent in Mandarin and Cantonese, giving her a deep understanding and appreciation of the region.