



PARTICIPANTS' GUIDELINES

THE 11TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING
PROGRAM ON TOURISM POLICY AND STRATEGY

Sustainable Tourism for Development

Four (4) days: Monday 20th March to Thursday 23rd March, 2017
Port Moresby, Papua New Guinea



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 11th UNWTO Asia/Pacific Executive Training Program. We look forward to welcoming you to Port Moresby, Papua New Guinea in March.

The theme of this year's four-day training program is "Sustainable Tourism for Development". This is in conjunction with 2017 International Year of Sustainable Tourism for Development and taking into cognizance the imperative to improve resource efficiency and to protect, conserve and preserve natural and cultural heritage. In addition, emphasis will be placed on initiatives to optimize the benefits of international cooperation for peace and development.

It is important for participating countries to note that for the training session on day 2 (Tuesday, 21 March 2016) a representative of each participating country will be required to make a short seven-minute presentation on a selected topic as outlined either in Session 1 or Session 2.

For Session 1, the content of these seven-minute country presentations should focus on communicating individual country situations as they pertain to enhancing resource efficiency as well as safeguarding natural and cultural heritage. In this context, successes, challenges, issues and good practices of the participants' respective country to harness the benefits in resource efficiency and safeguarding natural and cultural heritage and address the impacts of climate change should be highlighted.

For Session 2, the content of these seven-minute country presentations should focus on communicating individual country situations at the national, regional and international levels as they pertain to optimizing international tourism cooperation for peace and development. In this regard, emphasis should be geared towards showcasing strategies to realise SDG 16 and SDG17 as well as sharing experiences on the success stories and benefits.

You will find a PowerPoint template for your seven-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 Dr. Ong Hong Peng as the UNWTO Anchor Consultant for the 11th UNWTO Asia/Pacific Executive Training Program 2016. In this role, Dr. Ong 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. Selection of Presentation Subject

Country presentations will be limited to five slides as listed below. Please use the PowerPoint template provided (maximum five slides – no more no less!). Remember you will only have 7 minutes to present.

2.1 TEMPLATE FOR SESSION 1

SLIDE 1: Introduction of country and presenter(s)

Title Page

Session 1: Resource Efficiency, Safeguarding Natural and Cultural Heritage for Sustainable Tourism Development

Name of Country

Name of Presenter (s)

SLIDE 2: A SWOT Analysis of your country's Strategic Intent on Resource Efficiency, Safeguarding Natural and Cultural Heritage

Sustainable Tourism Development SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

SLIDE 3: Stakeholder Roles and Responsibilities in your Country on Resource Efficiency, Safeguarding Natural and Cultural Heritage

Name of Stakeholder

Roles and Responsibilities

Government

Private Sector

Industry Associations

Civil Societies

Development Partners

International Organisations

SLIDE 4: Highlights of Key Regulatory and Policy Initiatives, Strategies, Programmes and Success Stories in your Country on Resource Efficiency, Safeguarding Natural and Cultural Heritage

SLIDE 5: Benefits, Lessons Learned and Recommendations

2.2 TEMPLATE FOR SESSION 2

SLIDE 1: Introduction of country and presenter(s)

Title Page

Session 2: Optimizing Regional and International Tourism Cooperation for Peace and Development

Name of Country

Name of Presenter (s)

SLIDE 2: Key Regional and International Tourism Cooperation Programmes for Peace and Development

Elaborate on how policy makers and stakeholders can optimize the benefits of global, regional and subregional cooperation in the development of mutual understanding, peace and security through international tourism?

Focus on how to achieve SDG 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development. This includes enhancing support to developing countries, in particular the least developed countries and the small island developing States.

SLIDE 3: Tourism Initiatives in your Country geared towards promoting peace and development

Highlight on how tourism in your country can contribute to SDG#16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

SLIDE 4: Success Stories and Key Outcomes/Benefits of Tourism for Peace and Development

SLIDE 5: 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 and the completed Safeguarding Natural and Cultural Heritage Survey to UNWTO is no later than Tuesday, **01 March 2017**. All the PowerPoint presentation files will be distributed to participants in advance of the training to facilitate efficient discussion.

3. Time Allocation

For country presentations, **7 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 opportunities 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 Papua New Guinea who will join the training to learn about good practices around the region.

5. Items to be communicated with the Anchor Consultant (Dr. Ong Hong Peng)

a) Proposed focus of presentation

To help ensure a representative spread of presentations, please send a brief email to Dr. Ong and Ms. Jeongmi Lee (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 page. This should ideally highlight experience and responsibilities related to the above training program themes.

c) Presentation Files

Please send your presentation files to the attention of the UNWTO Anchor Consultant, Dr. Ong, along with Ms. Jeongmi Lee. All presentation files will be uploaded in 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/11th-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, 1 March 2017**.

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

Dr. (Anchor Consultant): onghongp@gmail.com

Ms. Jeongmi Lee (UNWTO Coordinator): jlee@unwto.org

We look forward to working with you and hearing your success stories in Papua New Guinea!

6. UNWTO Consultants

Dr. ONG HONG PENG



Currently, Dr. Ong Hong Peng is serving as the Chairman of the National Academy of Arts, Culture and Heritage. He started his career in the civil service as Assistant Director of Public Service Department from 1981 to 1991. He also served at the National Institute of Public Administration (INTAN) for four years and Economic Planning Unit, Prime Minister's Department for eight years. Prior to retirement in December 2016, he held the position of Secretary General, Ministry of Tourism and Culture, Malaysia for eighth years.

His other positions included Chairman, Malaysia Convention and Exhibition Bureau (MyCEB) and Chairman, Islamic Tourism Centre (ITC). He was the Chairman of UNWTO Commission for East Asia and the Pacific for the period 2011-2013, Chair of Heads of ASEAN National Tourism Organisations' Meeting in 2014 and Chair of Senior Officials Committee for the ASEAN Socio-Cultural Community in 2015. He was the Chairman of the Organising Committee of the World Tourism Conference in 2010, 2013 and 2016, jointly organised by UNWTO and the Ministry of Tourism and Culture, Malaysia.

Dr. Ong was actively involved in the formulation of the ASEAN Tourism Strategic Plan 2011-2015, ASEAN Tourism Strategic Plan 2016 – 2025 and ASEAN Socio-cultural Community Blueprint 2025. He presented a number of papers in international conferences organised by UNWTO, World Bank and ASEAN. He graduated from Michigan State University, USA in 2000 with Ph.D. in Economics.

Dr. STEVE NOAKES



Over the past 40 years, Steve has developed extensive background as a tourism and hospitality sector entrepreneur, educator, trainer, researcher and international consultant. He has been a key contributor throughout Asia and the Pacific on sustainable tourism approaches via international development projects, including human rights issues, the relationships between tourism and indigenous people, and biodiversity conservation.

A leading regional voice for sustainable approaches to tourism development, he is founder international project management company, Pacific Asia Tourism, and Director/part-owner of Ecolodges Indonesia and Binna Burra Mountain Lodge in the Lamington National Park, Australia. He is Chair of Accessible Myanmar, addressing 'barrier free' tourism knowledge and practices for domestic and international visitors to Myanmar.

For many years, he led the strategy to have the Pacific Asia Travel Association pay more attention to sustainable tourism, was the leading Asia Pacific input into the formation of the Global Sustainable Tourism Council, was the lead consultant to UNEP for the establishment of an Asia Pacific network in sustainable tourism for the Global Partnership for Sustainable Tourism and has undertaken numerous projects with the UNWTO and ILO, national governments and international donor agencies such as The World Bank, ADB, UKAID, GIZ, Australian AID and NZ AID.

Steve is also currently is an Adjunct/Visiting Professor at Universities in Australia and Norway delivering courses on Sustainable Tourism and Indigenous Culture, Adventure Tourism, Business Economics and Indigenous Representations.