



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Celebrating the 2017 International Year of Sustainable Tourism for Development

The 11th UNWTO/PATA Forum on

TOURISM TRENDS AND OUTLOOK

Theme: *SUSTAINABLE TOURISM: Beyond Being Green*

(主题：可持续旅游：超越绿色)

10-12 October 2017

Guilin, China

In collaboration with



Preliminary Programme

Day One: 10 October 2017

8.00-9.00	Registration
9.00-10.45	Keynote Session One: Sustainable Tourism for Development
	Moderator: HKPU
	<input type="checkbox"/> International Year of Sustainable Tourism for Development 2017 Executive Director, UNWTO
	<input type="checkbox"/> Three Decades of Sustainable Tourism Research Ralf Buckley, Griffith University, Australia
	<input type="checkbox"/> Sustainable Tourism Research and Practice in China DAI Bin, President, China Tourism Academy, Beijing
	Q&A
10.45-11.00	Coffee Break
11.00-12.30	Panel Session One: Sustainable Tourism for Development – Best Policy Practice

	<p>Moderator: Ong Hong Peng, Chairman, National Arts, Culture & Heritage Academy of Malaysia</p> <ul style="list-style-type: none"> ● Towards a Statistical Framework for Measuring Sustainable Tourism (MST) Ms. Clara Van Der Pol, Statistics, Trends and Policy, UNWTO ● Topic TBC UNWTO Member State (Philippines) ● Topic TBC UNWTO Member State (Fiji) ● Topic TBC Mr. I Gede Pitana, Deputy Minister for International Marketing, Ministry of Tourism, Indonesia <p style="text-align: center;">Discussion and Interaction</p>
12.30-14.30	Lunch
14.30-16.00	Panel Session Two: Sustainable Tourism for Development– Best Industry Practice
	<p>Moderator: Mario Hardy, Chief Executive Officer, PATA</p> <ul style="list-style-type: none"> ● Solutions to Reduce Food Waste Ronni Khan, CEO & Founder, OZHarvest, Australia ● Sustainability in Hospitality Jude Kasturi Arachchi, Director, JetWing, Sri Lanka ● Sustainable Mobility (Transport) for Heritage and Attraction Sites Vincent Calzaroni, CEO, BlueSolutions, Cambodia ● Sustainable Preservation of Heritage & Importance of Green Spaces Jean Wee, Director, Preservation of Sites & Monuments, National Heritage Board, Singapore <p style="text-align: center;">Discussion and Interaction</p>
16.00-16:15	Coffee break

<p>16.15-18:15</p>	<p align="center">Keynote Session Two: Tourism for Sustainable Development in China</p>
	<p>Moderator: Guilin Tourism Commission</p> <ul style="list-style-type: none"> □ Tourism for sustainable development in China (中国旅游可持续发展) WU Bihu, Professor, Peking University, Beijing □ Tourism for Sustainable Development within the “Belt and Road” Framework (“一带一路” 框架下的旅游可持续发展) Mr. Geng Yan, Honorary Dean of public administration College, Nanchang University, China (TBC) □ ASEAN-Regional Tourism Collaboration for Sustainable Development (东盟区域旅游合作， 实现可持续发展) Mr. Zeng Bowei, PhD, Vice Secretary, Leisure and Tourism Branch, China Tourism Association (TBC) □ The “Beautiful Village” Initiative - Holistic Tourism for Sustainable Rural Development (“美丽乡村” – 全域旅游背景下的乡村可持续发展) Annie, Vice President of China, Air B&B (TBC) <p align="center">Discussion and Interaction</p>
<p>18:30-20.00</p>	<p align="center">Dinner</p>

Day Two: 11 October 2017

08.00-09.30	Opening Ceremony
	<ul style="list-style-type: none"><input type="checkbox"/> Márcio Favilla, Executive Director, Operational Programmes and Institutional Relations, UNWTO<input type="checkbox"/> Mario Hardy, CEO, PATA<input type="checkbox"/> Kaye Chon, Dean and Chair Professor, HKPU<input type="checkbox"/> China National Tourism Administration<input type="checkbox"/> Guangxi Tourism Administration<input type="checkbox"/> Guilin Municipal Government
09.30-10.00	Group Photo/ Coffee Break
10.00-12.00	Keynote Session Three: Tourism Trends and Outlook 2017-2018
	<p>Moderator: Ong Hong Peng, Chairman, National Arts, Culture & Heritage Academy of Malaysia</p> <ul style="list-style-type: none">● Updates on Latest Trends and Outlook Clara van der Pol, Statistics, Trends and Policy Program, UNWTO● Asia Pacific Trends and Outlook - Industry 4.0 and Implications for Sustainability John Koldowski, PATA● Chinese Outbound Tourism● Trends and Issues in Tourism Education Cathy HSU, HKPU <p style="text-align: center;">Q&A</p>
12.00-14.00	Lunch
14.00-15.45	Panel Session Three: The Role of Academia in Driving Sustainability

4	<p>Moderator: HKPU</p> <ul style="list-style-type: none"> <input type="checkbox"/> Topic TBD BAO Jigang, Professor and Dean, Sun Yat-sen University, Guangzhou <input type="checkbox"/> Topic TBD CHENG Daopin, President, Guilin Tourism University, Guilin <input type="checkbox"/> Topic TBD Rachel Dodds, Professor, Ryerson University, Canada <input type="checkbox"/> Topic TBD Haiyan SONG, HKPU <input type="checkbox"/> Topic TBD Nicole Vaugeois, PhD, Associate Vice President — Scholarship, Research and Creative Activity, Vancouver Island University, Nanaimo BC Canada <p style="text-align: center;">Discussion and Interaction</p>
15.45-16:00	Coffee Break
16:00-17.30	Keynote Session Four: Sustainability in a New Height
	<p>Moderator: UNWTO</p> <ul style="list-style-type: none"> <input type="checkbox"/> Building on Three Decades of Sustainable Tourism Practice Ted Manning, President, Tourisk Inc <input type="checkbox"/> Topic TBD Ong Hong Peng, Chairman, National Arts, Culture & Heritage Academy of Malaysia <input type="checkbox"/> Topic TBD Geoffrey Wall, Professor, University of Waterloo, Canada <p style="text-align: center;">Q & A</p>
17.30-18.00	Closing Remarks

	<ul style="list-style-type: none"><input type="checkbox"/> Harry Hwang, Deputy Regional Director, Regional Programme for Asia and the Pacific, UNWTO<input type="checkbox"/> Mario Hardy, CEO, PATA<input type="checkbox"/> Guilin<input type="checkbox"/> HKPU
18.00-20.00	Dinner

Day Three: 12 October 2017 (Technical Tour)