



UNWTO INTERNATIONAL CONFERENCE ON TOURISM & SPORTS

Da Nang, Viet Nam,
23-26 September 2016

PRELIMINARY PROGRAMME

Friday, 23rd September 2016

Full Day	Arrival of delegates
19:30	Welcome Reception hosted by the Minister of the Ministry of Culture, Sports and Tourism of Viet Nam at Novotel Hotel

Saturday, 24th September 2016

08.00 – 09.00	Registration with cultural performances at Novotel Danang Premier Han River Hotel
09.00 – 09.40	Opening Session Opening speech by H.E. Mr. Vu Duc Dam, Deputy Prime Minister of the S.R. of Viet Nam Speech by Dr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO) Speech by Dr. Nguyen Ngoc Thien, Minister for Culture, Sports and Tourism of Viet Nam Welcome remarks by Mr. Dang Viet Dung, Vice Chairman of Da Nang People's Committee Photo Session
09.40 – 10.10	Technical presentation: Professor Terry Stevens, UNWTO Expert on Tourism, Sports and Mega Events, <i>Trends in Tourism and Sports Tourism</i> This keynote will examine the different aspects of sports tourism, including (a) travel to participate in or (b) to watch a sport or a sporting event and (c) travel to experience the heritage associated with a sport of a sporting venue. It will explore key trends

	affecting demand and the innovation taking place to ensure destination competitiveness in the sports tourism markets.
10.10 – 10.30	Tea break
10.30 – 12.00	<p>SESSION ONE: TOURISM AND SPORTS FOR SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT</p> <p>The key to the successful utilisation of tourism and sports to achieve a sustainable approach to socio-economic development is about the implementation of a balanced approach to preparing a tourism and sports strategy. It is about securing the right mix of stadium and arena events with activities that harness the natural and cultural assets of a destination. The end results should produce uplift in the tourism economy and create a legacy of enhanced sporting participation for the host community.</p> <p>Moderator: Professor Terry Stevens</p> <p>The following presentations will explore how destinations deliver this type of balanced strategic approach:</p> <p>Dr. Lam Quang Thanh, Vice Chairman of the Viet Nam Olympic Committee: <i>The Mutual Benefits of tourism and sport - The Situation and Orientation for Sports-Related Tourism Development in Viet Nam</i></p> <p>Mr. Magi Castelltort, Director for Asia Pacific Region of Spanish Tourism Board: <i>Inclusive development through sports tourism: the Spanish strategy</i></p> <p>Mr. Patrick Torrent, Executive Director, Catalan Tourist Board, Spain: <i>Leveraging Global Sporting Brands and Events to Create a Sustainable Sports Tourism Strategy for Catalunya</i></p> <p>Mr. Ryoichi Matsuyama, President, Japan National Tourism Organisation (JNTO) : <i>Japan's Policy on Tourism and Sport</i></p> <p>Discussion with Q/A</p>
12.00 – 13.30	Lunch and networking at Novotel Hotel
13.30 – 14.30	<p>SESSION TWO: THE DEVELOPMENT OF SPORTS-RELATED TOURISM ACTIVITIES AND PRODUCTS</p> <p>At the heart of a successful sports tourism destination is the creation of innovative products and activities that help convert the comparator assets of a destination into stand out and highly competitive assets. Products and activities that create a must visit, must do, response in the market place.</p>

	<p>Moderator: Mr. Shuichi Kameyama, UNWTO Special Advisor for Tourism, Sports and Mega Events</p> <p>These presentations will examine case studies of exemplar projects that have led tourism development and created compelling market-focused products:</p> <p>Mr. Nguyen Chau A, Owner and Director of Oxalis Adventure Tours: <i>Developing Adventure and Sports Tourism in Viet Nam – The Experience of Oxalis Adventure Tours in Son Doong Cave</i></p> <p>Ms. Sonia Hong, Former Secretary-General of Visit Korea Committee & President for Sports Events and Golf: <i>Korea’s Experience in the Promotion of Tourism Through Golf Sports Tourism – Lessons from the Past 10 Years</i></p> <p>Discussion and Q/A</p>
14.30 - 16.00	<p>SESSION THREE: MARKETING AND THE PROMOTION OF SPORTS TOURISM</p> <p>Rule one is to have a great sports tourism product; rule two is not to forget rule one. Having a great product then allows for successful and innovative marketing of sports tourism. A wide range of communication and marketing channels are available to successfully market and promote sports tourism, including traditional methods, the new digital media and, importantly working with mass media (especially TV partners and sponsors).</p> <p>Moderator: Mr. Pham Quang Vinh, Senior Advisor of ACDL/Ho Tram Project Company</p> <p>These presentations will examine successful marketing and promotional activities:</p> <p>Mr. Dinh Tan Luc, Managing Director of APTTGOLF – Anphong Tourist: <i>The Promotion of Golf in Viet Nam</i></p> <p>Mr. Santi Chudintra, Deputy Governor for Policy and Planning, Tourism Authority of Thailand: <i>The Promotion of Thailand as a Sports Tourism Destination</i></p> <p>Mr. Saidi Bundan, Director of Package Development, Tourism Malaysia: <i>Malaysia’s Experience in the Promotion of Tourism Through Sports-related Products.</i></p> <p>Discussion and Q/A</p>
16.00 – 16.20	<p>Tea break</p>

16.20 – 17.00	<p>CLOSING CEREMONY</p> <p>The Da Nang Declaration on Growing Tourism and Sports for Sustainable Development by Mr. Harry Hwang, Regional Deputy Director for Asia and the Pacific, UNWTO</p> <p>Conclusions and Recommendations by Professor Terry Stevens, UNWTO Expert on Tourism, Sports and Mega Events</p> <p>Remarks by Dr. Nguyen Ngoc Thien, Minister of Culture, Sports and Tourism of Viet Nam</p>
17:00	Transfer to the Opening ceremony of the 5th Asian Beach Game
Evening	Welcoming Dinner

Sunday, 25th September 2016

Full Day	<p>Technical Tours</p> <p>Option 1: Hoi An Ancient Town</p> <p>Option 2: Da Nang City Tour</p>
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Monday, 26th September 2016

Full Day	Departure of delegates
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