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PROGRAMME

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

Tourism and Technology

Monday 19th March to Thursday 22nd March, 2018

Thiruvananthapuram, Kerala, India

Regional Programme for Asia and the Pacific

World Tourism Organization

Date	Programme	Venue
18 March(Sunday)		
Throughout the day	Arrival, hotel check in and registration	
19 March (Monday)		
09:00 – 10:00	Opening Ceremony of the 12th UNWTO Asia/Pacific Executive Training Programme <ul style="list-style-type: none"> - Local cultural and video presentation and performances - Introduction and Welcome Remarks by Department of Tourism, Government of Kerala - Official Opening Remarks on behalf of the Ministry of Tourism, Government of India - Congratulatory Remarks by Ministry of Culture, Sports and Tourism, Republic of Korea - Opening Remarks by UNWTO 	
Coffee/Tea break: 10:00 – 10:30		
10:30 – 12:00	UNWTO Forum on Tourism and Technology <p>The Forum on Tourism and Technology will examine the intersection of tourism and technology and how the latter has impacted the former, from hospitality to transportation to the leisure patterns of travelers themselves.</p> <ul style="list-style-type: none"> - Introduction by Peter Semone, UNWTO Expert - Keynote Presentation Professor Yoon Ji Hwan, Kyung Hee University, <i>The Impact of Technology on the Tourism and Hospitality Industry</i> - Panel presentations and discussions 	
Lunch: 12:00 – 14:00		
14:00 – 17:30 Includes a coffee/tea break	Country Presentations and Discussions on Tourism and Technology <p>These country presentations will detail national policies and strategies to utilize technology to augment marketing efforts, improve sustainability measures, and spur innovation.</p> <ul style="list-style-type: none"> - Facilitated by Peter Semone, UNWTO Expert 	
19:00 – 21:00	Welcome Dinner hosted by Ministry of Tourism of India/Government of Kerala	
20 March (Tuesday)		
09:00 – 12:00	Session 1	

Includes a coffee/tea break	<p>Good Practices in Destination Management and Operations through the Application of Transformative Technological Solutions:</p> <p>This session will examine the cases of tourism and hospitality companies that have been successful in adopting emerging technological developments and have as a result produced new business models. The session will also discuss how government organizations can encourage and manage tourism growth using technology.</p> <ul style="list-style-type: none"> - Keynote Presentation, Professor Yoon Ji Hwan, Kyung Hee University, <i>Understanding and Managing Technological Change: A Major Role for Tourism Companies and Industry Organizations</i> - Moderation by Peter Semone, UNWTO Expert - Q & A - Debate/Discussion 	
14:00 – 17:00 Includes a coffee/tea break	<p>Networking lunch: 12:00 – 14:00</p> <p>Session 2</p> <p>Tourism and Technology: Challenges and Opportunities:</p> <p>Technology is disrupting traditional ways of doing business and the travel and tourism value chain. But these disruptions also provide new opportunities and spur innovation and entrepreneurship. Technology is leveling the playing field for small and medium sized enterprises (SMEs), improving inclusiveness, and empowering local communities.</p> <ul style="list-style-type: none"> - Keynote Presentation, Hari Nair, Founder and CEO, HolidayIQ - Moderated by Peter Semone, UNWTO Expert - Q & A <p>After the Q&A, participants will break into two groups for discussion and report back on key points.</p>	
19:00	Informal dinner	
21 March (Wednesday)		
09:00 – 12:00 Includes a coffee/tea break	<p>Session 3</p> <p>Successful Solutions in the Melding of Tourism and Technology</p> <p>This session will provide an overview of good practices and solutions from both the private and public sector that have been successful in enhancing the visitor’s experience and driving destination marketing results.</p> <ul style="list-style-type: none"> - Keynote Presentation, Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor 	

	<ul style="list-style-type: none"> - Moderated by Peter Semone, UNWTO Expert - Q & A <p>After the Q&A, participants will break into two groups for discussion and report back on key points.</p>	
14:00 – 15:00	Networking lunch: 12:00 – 14:00	
19:00	<p>Session 4: Closing Session</p> <ul style="list-style-type: none"> - Final Conclusions and Recommendations by Peter Semone, UNWTO Expert - Closing remarks by Host Government - Closing remarks by UNWTO - Presentation of Training Programme Certificates <p>Farewell Dinner</p>	
22 March (Thursday)		
09:00 – 17:00	Technical Tour organized by Department of Tourism, Government of Kerala	
23 March (Fri)	Departure	