

Draft programme_V8

PATA NEW TOURISM FRONTIERS FORUM 2016

“Designing a sustainable tourism brand”
‘An integrative approach to building a responsible coastal destination’

November 23-25; Royal Tulip Sea Pearl Hotel
 Cox’s Bazar, Bangladesh

OVERVIEW

The PATA New Tourism Frontiers Forum 2016, generously hosted by the Bangladesh Tourism Board, will take place from November 23-25, 2016 in Cox’s Bazar, Bangladesh. The two-day programme consists of a one-day conference, networking events and one-day Technical Tour and Tourism Marketing Treasure Hunt. The Forum brings together tourism professionals to share their insights and experiences in branding, marketing and managing tourism growth to lesser-known destinations

Bangladesh is a fascinating mix of enchanting history, vibrant cultures, sandy beaches, abundant wildlife, and rich flora and fauna. Specifically, Cox’s Bazar combines the world’s longest unbroken beach with the unique lifestyle of ethnic minority groups in the neighbouring hills. Located some 90 miles south of Chittagong, Cox’s Bazar is popular among locals but remain largely untapped by international travelers.

The PATA New Tourism Frontiers Forum will examine how to manage tourism growth in this area in a sustainable manner whilst delivering real and tangible economic benefits to local citizens.

Bangladesh and PATA are waiting to welcome you on the occasion of ‘Visit Bangladesh 2016’.

PROGRAMME

Wednesday, November 23

09.00 – 17.00

Delegate arrival and registration for event and technical tour
 Venue: Tulip Sea Pearl Hotel lobby

Evening

Free at leisure (*Tentative programme for Cox’s Bazar market visit*)

Thursday, November 24

08.00 – 17.00: Technical Tour and Tourism Marketing Treasure Hunt

Learn the tricks of the trade on how to market and protect lesser-known destinations. For this one-day field session, delegates will be challenged to discover the hidden ‘gems’ of Cox’s Bazaar and the surrounding area. Engage with the culture and people of Cox’s Bazar, taste their food, admire the landscapes and savour their history – while leveraging digital tools to identify, collect, and promote your new-found travel ‘treasures’. This on-the-ground activity is a prerequisite to the next day’s engagement session on “Brand building and marketing of emerging destinations”.

Group 1: REZU KHAL- RAMU- SHAIBAL- KOLATOLI- DORIANOGOR-HIMCHORI-INANI



- 0800** Start for Reju Khal (canal).
- 0815** Upon arrival, enjoy Sampan boat cruise in the Reju Khal (canal). Taking a cruise on Reju Khal (canal) and will enjoy the riverine beauty and the Bay of Bengal.
- 0915** Start driving for Ramu.
- 0945** Arrive at Ramu and visit ancient Ramkot (Rangkut Buddhist Monastery) Vihara, and 100 feet long Buddha Temple. Witness thousands year old Banyan tree planted by Famous Chinese traveler Hiuen Tsang.
- 1115** Drive towards Cox’s Bazar sea beach
- 1145** Arrival at Kolatoli point at Cox’s Bazar and enjoy surfing.
- 1230** Lunch at Parjatan Motel Shaibal
- 1345** Drive for Dorianagar to participate in parasailing and kite flying.
- 1500** Start for Himchori. Arrival at Himchori waterfall and climb hill top to enjoy the sea view from the hill top. Enjoy green coconut drink. Himchori is about 11 km from Cox’s Bazar city .With a waterfall and hill top panoramic view makes this spot famous among local and foreign tourist.
- 1600** Start for Inani Beach. Explore the Inani beach. This area is away from other crowded beaches in Cox’s Bazar. This beach mixed with coral and sand with blue water. Participate in Beach Football and enjoy Sun set.
- 1710** Return to hotel and end of the tour.

Group 2: MAHESHKHALI- SHAIBAL-KOLATOLI-DORIANOGOR-REZU KHAL (CANEL)-INANI



- 0800** Start for Cox’s Bazar Boat Station.
- 0845** Take speed boat for cruising to Moheshkhali Island.
- 0915** Upon arrival at MasheshKhali, Visit Adinath temple (Hindu temple) and some other Buddhist temples. Visit dry fish market and Enjoy fresh coconut drink and a cultural show performed by the tribal school children.
- 1115** start for Cox’s bazaar
- 1215** Lunch at Parjatan Motel Shaibal
- 1330** Arrival at Kolatoli point at Cox’s Bazar and enjoy surfing.
- 1415** Drive to Dorianogor. Drive for Dorianagar to participate in parasailing, biking and kite flying.
- 1500** Start for Reju Khal (canal).
- 1515** Upon arrival, enjoy Sampan boat cruise in the Reju Khal (canal). Taking a cruise on Reju Khal (canal) and will enjoy the riverine beauty and the Bay of Bengal.
- 1600** start for Inani Beach
Explore the Inani beach. This area is away from other covered beaches in Cox’s Bazar. This beach mixed with coral and sand with blue water. Take part in Beach Football and enjoy Sun Set.
- 1710** Return to the hotel and end of the tour.

During the day	Crafts Fair at the hotel
18.00 – 18.45	Media briefing Venue: The Imperial

	<ul style="list-style-type: none"> • Akhtaruz Zaman Khan Kabir, CEO Bangladesh Tourism Board • Mario Hardy (Dr.), CEO, Pacific Asia Travel Association (PATA) • Xu Jing, Director, Regional Programme for Asia and the Pacific, UNWTO, Spain
19.00 – 21.30	Welcome Dinner hosted by Bangladesh Tourism Board Venue: TBC

Friday, November 25	Venue	<ul style="list-style-type: none"> • Main Forum: Safinah Ballroom • Breakout I: Safinah Ballroom • Breakout II: The Imperial
0855-0900	Master of Ceremonies invites delegates and start the forum Halona Padiachy, Director – International Partnerships (Membership & Chapter Relations), PATA	
0900 – 0915	Opening address Rashed Khan Menon, Minister, Ministry of Civil Aviation and Tourism, Bangladesh	
0915 – 0925	Welcome remarks Mario Hardy (Dr.), CEO, PATA, Thailand (confirmed)	
0925 – 0945	UNWTO Special remarks Xu Jing, Director, Regional Programme for Asia and the Pacific, UNWTO, Spain (confirmed)	
0945-1005	Keynote: Re-defining Fair Trade and Promoting Tourism to Bangladesh Yasmin Choudhury, Founder, Lovedesh, UK (confirmed)	
1005 – 1100	Session 1: Building a Sustainable Tourism Destination with Living Heritage Communities Cultural tourism is a rapidly growing industry that builds on a destination’s cultural heritage that is ‘alive’ and constantly evolving. This session discusses the role of tourism in safeguarding this living heritage by stimulating appreciation and understanding while allowing these communities to change and adapt in their own right, including examples of sustainable tourism development in living heritage communities. <u>Moderator:</u> TBC <u>Panellists:</u> <ul style="list-style-type: none"> • Mya Mya Nue, Chittagong Hill Tracts, Project Coordinator of the EU-funded ICIMOD Rural Tourism Pilot Project (confirmed) • Peter Richards, Consultant on Cultural Tourism Development and Market Access for the International Trade Center (ITC) of the United Nations (confirmed) • Shaker Ahmed (Prof. Dr.) , Chairman of Tourism and Hospitality Department, Dhaka University, Bangladesh (confirmed) 	
11.00 – 11.20	Networking coffee break	

11.20 – 11.35	<p>Session 2:</p> <p>Special keynote: James Harvey, Operations Manager, Green Fins/Reef World Foundation (confirmed)</p>
11.35 – 12.35	<p>Session 3:</p> <p>Rethinking Sustainable Coastal and Marine Tourism Development</p> <p>Coastal areas and islands are among the fastest growing destinations worldwide. Although the harmful impacts of tourism are acknowledged, the challenge remains on how to integrate tourism development within the wider sphere of coastal management. This session highlights how two destinations plan for an integrated approach to coastal and marine tourism development by adopting innovative sustainable initiatives.</p> <p>Moderator: Maeve Nightingale Manager, Capacity Development, Mangroves for the Future, International Union for Conservation of Nature (IUCN) Asia Regional Office, Ecosystems & Livelihoods Group IUCN, Thailand (confirmed)</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Aparup Chowdhury Ph.D, Chairman, Bangladesh Parjatan Corporation, Bangladesh and Additional Secretary to the Government of People’s Republic of Bangladesh (confirmed) • Tania Miorin, Country Representative Myanmar, Istituto Oikos, Myanmar (confirmed) • Paul Rogers, PhD Consulting, Ecotourism Expert for Istituto Oikos, Australia (confirmed)
12.35 – 14.00	<p>Networking lunch hosted by Royal Tulip Sea Pearl (Craft Fair – tentative)</p> 
14.00-14.15	<p>Local cultural performance: Folk & Baul/Saint Songs of the Haor Region, by a PATA Foundation Grantee, Pally Baul Samaj Unnayan Sangstha (PBSUS), Venue: Safinah Ballroom</p>
14.15 – 15.00	<p>Session 4: Breakout Sessions</p> <p>The concurrent breakout sessions feature in depth one-on-one conversations from leading experts within the region.</p> <p>Breakout 1: Towards Sustainable Tourism with Domestic & Regional Markets</p> <p>Venue: Safinah Ballroom</p> <p>Although domestic and regional tourism in many parts of Asia has proven to be a major growth market, policy-makers have tended to neglect this. Consequently lack of planning has resulted in rather unsustainable destinations in places that attract significant numbers of domestic and regional tourists. The speakers will exchange ideas on sustainable destination management that thrive on domestic and/or regional tourism.</p> <p>Moderator: Peter Richards, Consultant on Cultural Tourism Development and Market Access for the International Trade Center (ITC) of the United</p>

	<p>Nations (confirmed)</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Shahid Hamid FIH, Executive Director, Dhaka Regency Hotel & Resort Ltd. and PATA Bangladesh Chapter Chairman, Bangladesh (confirmed) TBC TBC <p>Breakout 2: Development and Marketing of Heritage Trails</p> <p>Venue: The Imperial</p> <p>Tourism takes place not only at destinations and attractions, but also along the connecting routes and trails between them as tourists walk, cycle, drive or sail among them. For many trails, their brand develops organically based on the theme of the route. The speakers will examine some critical opportunities and challenges of developing tourism around a trail concept and highlight the importance of effective marketing.</p> <p><u>Moderator:</u> TBC</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Mim Hamal, Co-Founder, Nepal's National Trail Organization for the Great Himalaya Trail, Nepal (confirmed) TBC TBC
15.00 – 15.20	Networking coffee break
15.20 – 16.45	<p>Session 5: Brand building and marketing of emerging destinations</p> <p>To compete with well-established destinations, emerging destinations would benefit from a unique approach to their marketing strategy by building their brand around a clear and differentiated positioning. Using tools and insights gained from the previous day's Technical Tour and Treasure Hunt, this session will discuss branding strategies for emerging destinations while narrowing in on the opportunities to market Cox's Bazar.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Damian Cook, Founder & Managing Director - E-Tourism Frontiers, Ken (confirmed) Sarah Mathews, Head of Destination Marketing - APAC, TripAdvisor, Hong Kong SAR (confirmed)
16.45 – 17.15	Closing address: Rob Holmes, Founder / CEO GLP Films (confirmed)
17.15 – 17.25	Closing remarks: Akhtaruz Zaman Khan Kabir, CEO, Bangladesh Tourism Board (confirmed)
19.00 – 21.00	Dinner hosted by Bangladesh Tourism Board Venue: TBA
End of the Forum	
Post Conference Tours TBD	