

IFT Global Centre for Tourism Education and Training and UNWTO 4th Training Workshop Programme

“Capacity Building for Destination Marketing & Tourism Development”

Workshop Topics & Presenters

Day	AM (0930-1230)	Lunch (1230-1400)	PM (1400-1700)	Venue
Mon, 27 Nov			Arrival of Participants	Hostel (EAH)
Tue, 28 Nov			1630 – 1730 Familiarization walking tour around EAH Arrival of Participants	Hostel (EAH)
Wed, 29 Nov	<p>08:35 Gather at Lobby of EAH to Macau Main Campus</p> <ul style="list-style-type: none"> 0930 – 0945 Welcome and Workshop Introduction <i>(Dr. Fanny Vong & Prof. John Ap)</i> 0945 – 1230 Tourism & Destination Marketing: An Overview <i>(Prof. Don Dioko)</i> 		<ul style="list-style-type: none"> 1400 – 1630 Strategic Marketing <i>(Dr. Hazel Xu)</i> 1700 -1800 IFT Campus Tour and presentation 1845 – 2100 Welcome Dinner at Educational Restaurant <p>2100: Bus departs to Hostel (EAH)</p>	Pousada Conf. Rm (Main Campus)
Thu, 30 Nov	<ul style="list-style-type: none"> 0900 – 1000 Sharing session by Ms. Celia Lau, CEO of Hong Kong and Macao of Air Asia <p>10:15 Gather at lobby of Forward Building to site visit</p> <ul style="list-style-type: none"> 1045 – 1230 Visit to Four Seasons Hotel and presentation by Mr. Kris Keminsky, General Management of Four Seasons Hotel and (Marketing focus) <p>12:30 Return to Forward Building</p>		<ul style="list-style-type: none"> 1400 – 1600 Destination Marketing & Branding <i>(Mr. Sandeep Basnyat)</i> 1600 – 1715 Sharing session by Mr. Sam Lei, Senior Manager of Promotional Activities Department, Macao Trade and Investment Promotion Institute 	AM: FG08 PM: FG05 Auditorium
Fri, 1 Dec	<ul style="list-style-type: none"> 0930 – 1100 Integrated Marketing Communications & Digital Marketing <i>(Prof. John Ap)</i> 1100 – 1230 Consumer/Tourist Behaviour Marketing <i>(Prof. Don Dioko)</i> 		<ul style="list-style-type: none"> 1400 – 1630 Services Marketing <i>(Prof. Don Dioko)</i> 	AM: FG45 PM: FG45
Sat, 2 Dec	<ul style="list-style-type: none"> 0930 – 1230 Cultural Tourism & Heritage Management <i>(Dr. Sharif Shams Imon)</i> 		<p>1400: Gather at Lobby of Forward Building for visit</p> <ul style="list-style-type: none"> 1400 – 1700 Visit to UNESCO Heritage Sites <i>(Ms. Elizabeth Calangi, Macau Heritage Specialist Guide)</i> <i>(Heritage management focus)</i> <ol style="list-style-type: none"> Mandarin's House A-Ma Temple Ruins of St. Paul's and Monte Fort St. Dominic's Church and Senado Square <p>1700: Return to EAH</p>	AM: FG45 PM: Site visit

Sun, 3 Dec	<ul style="list-style-type: none"> Case Study Preparation & Free Time 		<ul style="list-style-type: none"> Case Study Preparation & Free Time 	--
Mon, 4 Dec	<ul style="list-style-type: none"> 0930 – 1100 Sustainable Tourism Planning & Development <i>(Prof. John Ap)</i> 1100 – 1230 Sustainable Tourism: An Industry Perspective <i>(Mr. Andrew Jones – Guardian of Sanctuary Resorts, Immediate Past Chairman (2017) of Pacific Asia Travel Association (PATA))</i> 		<p>1430: Gather at Lobby of Forward Building for visit</p> <ul style="list-style-type: none"> 1430 – 1730 Visit to Attractions (Non-UNESCO) in Macao <i>(Prof. John Ap)</i> <i>(Attractions & sustainable planning focus)</i> 1) Fisherman's Wharf 2) Grande Plaza, MGM Macau 3) Hac-Sa Beach 4) The Venetian Casino Resort <p>1730 Return to EAH</p>	AM: FG45 PM: Site visit
Tue, 5 Dec	<ul style="list-style-type: none"> 0930 – 1230 Special Interest/ Niche Tourism <i>(Dr. Ahmed Abdel Fattah)</i> 		<ul style="list-style-type: none"> 1400 – 1630 "Country Sharing" Presentations* <i>(Prof. John Ap)</i> Case Study Preparation <p>*Participants from each country or destination will be asked to provide a short presentation (15 to 20 mins) about tourism in their respective countries to discuss the main tourism challenges & problems they face.</p>	AM: FG45 PM: FG45
Wed, 6 Dec	<p>08:35 Gather at Lobby of EAH to Macau Main Campus</p> <ul style="list-style-type: none"> 0900 – 1200 Case Study Presentations** by Participants 1200 – 1230 Workshop Close & Certificate Presentation <p>** Based on application of one workshop topic by participants from each country. If there are more than 2 participants from a country, then additional case studies are to be presented.</p>		<ul style="list-style-type: none"> 1230 – 1400 Farewell Lunch in Educational Restaurant <p>1400 Gather at Educational Restaurant to Government Headquarter</p> <ul style="list-style-type: none"> 1500 – 1530 Visit and Photo taking with Secretary for Social Affairs & Culture , Dr. Alexis Tam (Dress Code: Business Attire/Traditional Formal Dressing) <p>1600 Return to EAH</p>	Pousada Conf. Rm (Main Campus)
7 – 9 Dec	Departure of Participants			

Remarks:

- Please arrive at the gathering point on time for bus transportation (remarks in green).
- The above schedule is subject to change according to actual situation.

Venue	Address
East Asia Hall (map)	Avenida Padre Tomás Pereira, S/N, Taipa, Macau, China – Forward Building/ East Asia Hall
Taipa Campus – Forward Building (map)	澳門氹仔徐日昇寅公馬路 (展望樓/ 旅遊學院學生宿舍)
Mong-Há Campus – Pousada Conference Room/ Educational Restaurant (map)	Colina de Mong-Há, Macao, China 中國澳門望廈山
Access to IFT:	http://www.ift.edu.mo/EN/accessIFT/Home/Index/135