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# PROGRAMME

## 12th UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy

### Tourism and Technology

The Leela Raviz Kovalam, Kerala, India  
March 18-22, 2018

Regional Programme for Asia and the Pacific

World Tourism Organization



18 March (Sunday)		
All day	<b>Arrival of participants and hotel check-in</b>	
15:00 – 18:00	<b>Registration</b>	
19:00	Welcome remarks – Mr. Suman Billa IAS, Joint Secretary, Ministry of Tourism, Govt. of India	Ball Room, The Leela Raviz Kovalam
19:05	Presidential address – Mr. Kadakampally Surendran, Hon. Minister of Co-operation, Tourism and Devaswoms, Govt. of Kerala	
19:10	Opening remarks - Mr. Xu Jing, Director, Regional Programme for Asia and Pacific, UNWTO	
19:15	Inaugural address - Mr. K.J. Alphons, Hon.Minister of State for Tourism, Government of India	
19:20	Congratulatory remarks - Mr. Yu Byung Chae, Director, Tourism Industry Policy Division, Ministry of Culture, Sports and Tourism, Republic of Korea	
19:25	Vote of thanks - Mrs. Rani George IAS, Secretary, Kerala Tourism	
19:30 - 19:50	Cultural Performance	
19:50	Welcome dinner hosted by Ministry of Tourism, Government of India	
19 March (Monday)		
09:30 – 11:00	<b>UNWTO Forum on Tourism and Technology</b>	Ball Room, The Leela Raviz Kovalam
	<p><i>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.</i></p> <ul style="list-style-type: none"> <li>• Opening Remarks by Mr. Xu Jing, Director, Regional Programme for Asia and Pacific, UNWTO</li> <li>• Introduction by Peter Semone, President of Destination Human Capital Limited</li> <li>• Keynote Presentation Professor Yoon Ji Hwan, Kyung Hee University, The Impact of Technology on the Tourism and Hospitality Industry</li> <li>• Panel discussions <ul style="list-style-type: none"> <li>• Professor Yoon Ji Hwan, Kyung Hee University</li> <li>• Ms. Sarah Mathews, Head of Destination Marketing APAC, Trip Advisor</li> <li>• Mr. Hari Nair, Founder and CEO Holiday IQ</li> </ul> </li> </ul>	
11:00 – 11:30	Coffee/Tea break	
11:30 – 12:30	<b>Country Presentations and Discussions on Tourism and Technology (I)</b> <p><i>These country presentations will detail national policies and strategies to utilize technology to augment marketing efforts, improve sustainability measures, and spur innovation.</i></p> <ul style="list-style-type: none"> <li>• Facilitation by Peter Semone</li> </ul>	Ball Room, The Leela Raviz Kovalam
12:30 – 14:00	Lunch	Pre-function area, Ball Room

14:00 – 17:00 Includes a coffee/tea break	<b>Country Presentations and Discussions on Tourism and Technology (II)</b> <i>These country presentations will detail national policies and strategies to utilize technology to augment marketing efforts, improve sustainability measures, and spur innovation.</i> <ul style="list-style-type: none"> <li>Facilitation by Peter Semone</li> </ul>	Ball Room, The Leela Raviz Kovalam
19:00 – 21:00	<b>Dinner hosted by Kerala Tourism</b>	Beach side
<b>20 March (Tuesday)</b>		
09:30 – 12:00 Includes a coffee/tea break	<b>SESSION 1</b>	Maya, The Leela Raviz Kovalam
	<b>Good Practices in Destination Management and Operations through the Application of Transformative Technological Solutions</b> <i>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.</i> <ul style="list-style-type: none"> <li>Keynote Presentation, Professor Yoon Ji Hwan, Kyung Hee University of Korea, Understanding and Managing Technological Change: A Major Role for Tourism Companies and Industry Organizations</li> <li>Moderation by Peter Semone</li> <li>Q &amp; A</li> <li>Debate/Discussion</li> </ul>	
12:00 – 14:00	<b>Networking lunch</b>	Terrace
14:00 – 17:00 Includes a coffee/tea break	<b>SESSION 2</b>	Maya, The Leela Raviz Kovalam
	<b>Tourism and Technology: Challenges and Opportunities</b> <i>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.</i> <ul style="list-style-type: none"> <li>Keynote Presentation, Hari Nair, Founder and CEO, HolidayIQ</li> <li>Moderation by Peter Semone</li> <li>Q &amp; A</li> </ul> <p>After the Q&amp;A, participants will break into two groups for discussion and report back on key points.</p>	
19:00 - 21.00	Informal dinner	Pandhal, Ball Room

## 21 March (Wednesday)

09:30 – 12:00  Includes a coffee/tea break	<b>SESSION 3</b>	Maya, The Leela Raviz Kovalam
	<b>Successful Solutions in the Melding of Tourism and Technology</b>  <i>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.</i> <ul style="list-style-type: none"><li>• Keynote Presentation, Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor</li><li>• Moderation by Peter Semone</li><li>• Q &amp; A</li></ul> After the Q&A, participants will break into two groups for discussion and report back on key points.	
12:00 – 14:00	<b>Networking lunch</b>	Terrace
14:00 – 15:00	<b>SESSION 4: CLOSING SESSION</b>	Ball Room, The Leela Raviz Kovalam
	<ul style="list-style-type: none"><li>• Final Conclusions and Recommendations by Peter Semone</li><li>• Closing remarks by Mrs. Rani George, Secretary, Department of Tourism, State Government of Kerala</li><li>• Closing remarks by Mr. Harry Hwang, Deputy Director, Regional Programme for Asia and the Pacific, UNWTO</li><li>• Presentation of Training Programme Certificates</li></ul>	
19:00 - 21:00	<b>Farewell Dinner, hosted by Government of Kerala</b>	

## 22 March (Thursday)

09:30 - 17:00	<b>Technical Tour organized by Government of Kerala</b>	
<b>23 March (Fri)</b>	<b>Departure</b>	