



## World Tourism Day 2016

### 'Tourism for All - Promoting universal accessibility'

(Bangkok and Khon Khan Province, Thailand, 26-29 September 2016)

*PROGRAMME (as of 21 September 2016)*

#### **Monday, 26 September 2016**

##### **Tourism in the Media Workshop: the role of media in advocating Universal Accessibility**

*Venue: Chulalongkorn University, Maha Chakri Sirindhorn Building, floor 9, Faculty of Arts. Due to limited capacity by invitation only*

*Translation for Thai and English will be available*

*Master of Ceremonies morning sessions: Ms. Rut Gomez Sobrino*

**13:30h Registration**

**14:00h Opening Ceremony**

Word of welcome by Professor Surapeepan Chatraporn, Director, Bachelor of Arts in Language and Culture, Faculty of Arts, Chulalongkorn University

Mr. Xu Jing, Director Regional Programme for Asia and the Pacific, World Tourism Organization (UNWTO)

Mr. Paul Pruangkarn, Communications Manager, Pacific Asia Travel Association (PATA)

Mr. Pongpanu Svetarundra, Permanent Secretary, Ministry of Tourism and Sport, Thailand

**14:15h Accessible Tourism: a right and a business opportunity by Mr. Igor Stefanovic, UNWTO Ethics and Social Responsibility Programme**

**14:30h Evolution of Accessible Tourism and its social and economic implications by Mr. Ivor Ambrose, Managing Director, European Network for Accessible Tourism (ENAT). Followed by Q&A session.**

**15:00h Debate: The contribution of Media in addressing Accessibility worldwide**  
Moderator: Ms. Rut Gomez Sobrino, UNWTO Media Officer

- Mr. Ivor Ambrose, Managing Director, ENAT
- Mr. Igor Stefanovic, UNWTO Ethics and Social Responsibility Programme
- Mr. Paul Pruangkarn, Communications Manager, Pacific Asia Travel Association (PATA)
- Mr. Martin Heng, Accessible Travel Manager & Editorial Advisor at Lonely Planet
- Ms. Aiko Akiyama, Social Affairs Officer, UN ESCAP
- Mr. Bassem Nimah, Travel Writer and Blogger
- Representatives of international media (tbc)



*Media Partner:*





- 16:30h**            **Conclusions: the professional coverage of Accessibility - 10 recommendations following international ethical standards by Ms. Rut Gómez Sobrino, UNWTO Media Officer**
- 16:45h**            **Photo Session**
- 17:00h**            **Members of the participating media corps depart for Siam Niramit**

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### **Welcome Reception**

*Venue: Siam Niramit cultural theatre, one of the world's largest stage productions*

**Chair:** H.E. Mrs Kobkarn Wattanavrangkul, Minister of Tourism and Sports, Thailand

- 17:30h**            **Registration**  
Welcome performance and Thai village walk-through
- 18:00h**            **Dinner at Sawasdee Room 3**
- 19:30h**            **“A Journey to the Enchanted Kingdom” of Siam at Siam Niramit Auditorium**
- 20:00h**            **Siam Niramit cultural performances**
- 21:30h**            **Event concludes**  
Guests depart for hotel



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**Tuesday, 27 September 2016**

**Official Celebration World Tourism Day 2016**

*Venue: Siam Kempinski Hotel Bangkok, Chada Ballroom No. 1-3*

*Translation for English, French and Spanish will be available*

*Master of Ceremonies morning sessions: Mr. Varin Sachdev*

**9:00h - 9:15h Welcome**

Mr. Xu Jing, Director Regional Programme for Asia and the Pacific, World Tourism Organization (UNWTO)

Mr. Pongpanu Svetarundra, Permanent Secretary, Ministry of Tourism and Sports, Thailand

**9:15h - 9:30h Keynote speech on Tourism and Accessibility**

Mr. Ivor Ambrose, Managing Director, European Network for Accessible Tourism (ENAT)

**9:30h - 10:30h Seminar Session 1**

**Tourism for All: Creating an adequate policy framework**

Moderator: Andrew Stevens, CNN Anchor

The session will discuss different approaches in developing an adequate policy and regulatory framework aimed at making 'Tourism for All' a reality and paving the path for concrete business development strategies. The challenges of efficient awareness-raising programmes and training schemes targeting both decision makers and tourism professionals will be also raised.

*Speakers:*

- Mr. Weerasak Kowsurat, Secretary-General of Thai Disabled Development Foundation and former Minister of Tourism and Sports of Thailand
- Mr. Monthien Boontan, United Nations' Committee on the Rights of Persons with Disabilities and Thailand's Senator
- Mr Krisana Lalai, Thai journalist/human rights activist and promoter of friendly design
- Mr. Benito C. Bengzon, Jr., Undersecretary, Department of Tourism, Philippines
- Ms. Yang Xiuping, Secretary-General ASEAN-China Centre
- Dr. Thong Khon, Minister of Tourism of the Kingdom of Cambodia (tbc)

**10:30h - 11:00h Coffee break**

**11:00h - 12:00h Seminar Session 2**

**Investing in universal accessibility: A major opportunity for all**

*Moderator: Ms. Anita Mendiratta*

This session will discuss innovative strategies in the development of accessible tourism infrastructure, products and services which add value to destinations and enhance their competitiveness on the global tourism market. The best practices to be featured therein will testify why investing in accessibility value chain brings benefits to all stakeholders, while improving the overall quality of life of both visitors and locals.

*Speakers:*



*Media Partner:*





- Mr. Martin Heng, Accessible Travel Manager & Editorial Adviser, Lonely Planet
- Ms. Mary Chen, Editor of Challenges, Malaysia's 1st Cross-Disability National Magazine
- Mr. Natthadej Suyadej, Representative of Wheelchair Holidays Thailand
- Mr. Hideto Kijima, President Japan Accessible Tourism Center
- Mr. Svend Leirvaag, VP Industry Affairs, Amadeus IT Group
- Mr. Sergio Guerreiro, Senior Director, Knowledge Management and Corporate Affairs, Turismo de Portugal

#### 12:00h - 14:00h Luncheon

*Master of Ceremonies afternoon sessions: Ms. Chonpansa Narula*

**14:00h - 14:45h Interview session by Andrew Stevens with Mr. Monthien Boontan, United Nations' Committee on the Rights of Persons with Disabilities and Thailand's Senator and Mr. Krisana Lalai, Journalist and Human Rights Worker and promoter of friendly design**

**14:45h - 15:00h Speech on How the Media can help to advocate accessible tourism**

**15:00h - 15:30h Coffee Break (in parallel to Press Conference)**

#### 15:00h - 15:30h Press Conference

H.E. Gen Tanasak Patimapragorn, Deputy Prime Minister of Thailand

H.E. Mrs Kobkarn Wattanavrangkul, Minister of Tourism and Sports, Thailand

Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

Mr. David Scowsill, President & CEO World Travel & Tourism Council (WTTC)

Mr. Mario Hardy, Chief Executive Officer Pacific Asia Travel Association (PATA)

#### 15:30h - 17:00h Official World Tourism Day Celebration

**15:30h - 15:45h Video Presentation, "World Tourism Day 2016: Tourism for All" Musical Performance and Flag Procession**

**15:45h - 15:50h Reading out of the World Tourism Day Declaration**

#### 15:50h - 16:30h Speeches:

Dr. Pusadee Tamthai, Acting Governor of Bangkok

Mr. Mario Hardy, Chief Executive Officer, Pacific Asia Travel Association (PATA)

Mr. David Scowsill, President & CEO, World Travel & Tourism Council (WTTC)

Dr. Supachai Panitchpakdi, former Secretary-General, UN Conference on Trade and Development (UNCTAD)

Photo session

**16:30h Arrival of the H.E. Prime Minister General Prayut Chan-o-cha, the Prime Minister of Thailand**

**16:35h Artistic performances by Mr. Somsakn Hemran, runner-up from Thailand's Got Talent and Mr. Ekkachai Wannakeaw**



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- 16:40h**            **Presentation on Strategic Tourism Plan of the National Tourism Development Plan 2017-2021**
- 16:45h - 16:50h** **Address by H.E. Mrs. Kobkarn Wattanavrangkul, Minister of Tourism and Sports, Thailand**
- 16:50h - 16:55h** **Address by Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)**
- 16:55h**            **Keynote Address by H.E. Prime Minister General Prayut Chan-o-cha and Chairman of the Ceremony, on “Tourism for All in the Global Context”**
- 17:10h**            **Photo session**
- 17:15h**            **Closing**

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Delegates depart for Temple of the Reclining Buddha (Wat Pho) tour. A beautiful temple complex built on the old temple site by King Rama I, the founding monarch of Chakri Dynasty, Wat Pho houses the largest collection of Buddha images in Thailand including the 46 metre-long reclining Buddha. It is also celebrated as the earliest center for public education which includes a school of traditional medicine and the world famous Thai massage.

#### **Official Dinner “A Night at The National Museum”**

**Chair:** General Thanasak Patimapragorn, Deputy Prime Minister of Thailand

- 19:00h**            **Pre-Dinner Cocktail Reception**  
The performance of Khon Mask and “Nang Yai” Traditional Shadow Puppets at the central courtyard
- 19:40h**            **Welcome Remarks by General Tanasak Patimaprakorn, Deputy Prime Minister of Thailand and Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)**
- 20:00h**            **Dinner**  
Highlight performance “Earth, Water, Wind, Fire and Thainess”, Contemporary Music, Presentation of Theme Song: “Tourism for All” and Firework extravaganza
- 21:00h**            **Event concludes**  
Guests departs for hotel



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**Wednesday, 28 September 2016**

**Technical visit to Khon Kaen Province**

By invitation only

- 07:00h**      **Breakfast at hotel/Check out**
- 08:30h**      **Depart for Suvarnabhumi International Airport by coach**
- 09:30h**      **Check in**
- 10:40h**      **Depart for Khon Kaen Province by Thai Smile Airways (Flight WE 42)  
Reception Aboard**
- 11:35h**      **Arrive at Khon Kaen Airport**
- 11:40h**      **Welcome Ceremony at Khon Kaen Airport**  
Khon Kaen Provincial Governor leads the welcome session  
Photo session  
Artistic performance
- 12:00h**      **Depart for Rachawadee Resort and Hotel by Coach**
- 12:10h**      **Luncheon Performance of “Pong Lang”, northeastern Thai folk music  
Khon Kaen Mayor Welcomes Delegates**
- 13:15h**      **Departure for silk village in Chonnabot District**  
Video Presentation of Khon Kaen Province
- 14:30h**      **Visit the silk village, Baan Hua Fai, Chonnabot District**  
View the demonstration of Mud Mee silk making process  
Mini fashion show  
Photo session
- 15:45h**      **Depart for Mancha Khiri District**
- 16:10h**      **Visit Wat Sa Thong Baan Bua, Mancha Khiri District**  
Attend traditional ceremonies “Pook Siao”  
Visit the northeastern architectural structure, winner of “Award of Merit” of the UNESCO Asia-Pacific Awards for Cultural Heritage Conservation
- 17:00h**      **Depart for hotel**
- 17:30h**      **Arrive at AVANI Khon Kaen Hotel & Convention Centre**  
Check-in



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## Welcome Dinner

Convention Room, AVANI Khon Kaen Hotel

- 18:30h Registration**  
 Guests enjoy the thematic "Isan Amazing Night" featuring  
 Exhibition of Isan silk / Traditional game zone  
 Instrumental music of Isan  
 Isan fusion food and drinks  
 Thai massage
- 19:00h Guests are seated in Convention Room
- 19:05h Welcome Remarks by Khon Kaen Governor**
- 19:10h Remarks by H.E.Mrs Kobkarn Wattanavrangkul, Minister of Tourism and Sports, Thailand. Chairperson of the Ceremony**
- 19:15h Speech by Mr. Taleb Rifai, UNWTO Secretary General**
- 19:20h Dinner**  
 Live Music and Cultural Performances  
 Photo Session  
 Guests enjoy traditional Isan Dance
- 21:00h Event concludes**
- 21:00 - 22:30h Participants wishing to observe Isan way of life join the tour of Talad Ton Taan Night Market**

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**Thursday, 29 September, 2016**

- 06:00h** Morning Call for participants who have signed up for almsgiving
- 07:00h** Depart for Phra Mahathat Kaen Nakhon, the grand pagoda housing Lord Buddha's relics
- 07:15h** Morning almsgiving activity
- 08:00h** Return to hotel
- 08:15h** Breakfast/Check out
- 10:00h** City Tour through the province's main road to view its business and tourism potential as well as some accessible facilities
- 10:45h** Visit Khon Kaen University, the oldest and best educational institute for Thai and international students in the Northeast  
View its famous medical hub at Srinagarindra Hospital and the most modern Kanchanaphisek Auditorium.
- 11:00h** Depart for Khon Kaen Airport
- 11:15h** Check-in
- 12:05h** Depart for Bangkok on Thai Smile flight (WE 43)
- 13:05h** Arrival Bangkok  
Prepare for departure for home countries or hotels

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Remark: The program is subject to change without prior notice.



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