



**THE 17th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME
ON TOURISM POLICY AND STRATEGY**

Human Resource Development in Tourism

– Navigating Post-Covid Challenges

Monday, 13 - Thursday, 16 November 2023

Da Nang, Viet Nam

Provisional Programme

(As of 1 Nov. 2023)

Day 1 – 13 November, Monday

(Hanoi time, GMT+7 / Duy Tan University)

13:00 – 14:00 Registration desk for the participants

14:00 – 14:25 Opening Ceremony

- Traditional Art Performance (TBC)
- Welcome remarks by Duy Tan University
- Opening remarks by Mr. Harry Hwang, Director of the Regional Department for Asia and the Pacific of the UNWTO
- Congratulatory remarks by the Vice Minister of the Ministry of Culture, Sports and Tourism of Viet Nam
- Congratulatory remarks by the Director of the Ministry of Culture, Sports and Tourism of the Republic of Korea

14:25 – 14:30 Group Photo

14:30 – 17:00 UNWTO Forum on Human Resource Development in Tourism

Keynote Presentation

- Introductory Presentation by Ms. Maeve O'Brien, UNWTO Consultant (20')
- Keynote Presentation by Ms. Natalia Bayona, Executive Director of the UNWTO (TBC)
- Case Study of Da Nang City (20') (TBC)

Panel Discussion moderated by UNWTO Consultant



- Ms. Natalia Bayona, Executive Director of the UNWTO (TBC)
- Prof. Kumi Kato, Wakayama University
- Dr. Mo Chul-Min, Dean, Hospitality & Tourism Institute, Duy Tan University
- YB Datuk Sebastian Ting Chiew Yew, Deputy Minister for Tourism Sarawak, Malaysia
- Keynote Speaker from Da Nang City (TBC)
- 1 Participant from Member States (TBC)

18:30 – 20:30 Welcome dinner hosted by Viet Nam

Day 2 – 14 November, Tuesday

(Hanoi time, GMT+7 / Novotel Danang Premier Han River Hotel in Da Nang)

09:30 – 12:00 Session 1: Education for the tourism of tomorrow

- **Keynote Presentation: Mr. Soon-Hwa Wong, Honorary Chairman of Tourism Management Institute of Singapore (30')**
- **Keynote Presentation: Dr. Hiram Ting, Director, Responsible Borneo (15')**
- **Q&A and Discussion**
- **Country Presentation (each 10')**

12:00 – 13:30 Lunch

14:00 –16:30 Session 2: A shift in customer expectation and its impact on HRD



- **Keynote Presentation: Dr. Bui Le Anh Phuong, Duy Tan University (30')**
- **Keynote Presentation: Ms. Pham Que Anh, Director, Hoy An Express Company (15')**
- **Q&A and Discussion**
- **Country Presentation (each 10')**

16:30 – 18:30 Break

18:30 – 20:00 Dinner

Day 3 – 15 November, Wednesday

(Hanoi time, GMT+7 / Novotel Danang Premier Han River Hotel in Da Nang)

09:30 – 12:00 Session 3: Upskilling and digital adaptability

- **Keynote Presentation: Ms. Maeve O'Brien, UNWTO Consultant (30')**
- **Q&A and Discussion**
- **Country Presentation (each 10')**

12:00 – 13:30 Lunch

14:00 – 16:30 Session 4: Building greater resilience to crisis

- **Keynote Presentation: Prof. Kumi Kato, Wakayama University (30')**
- **Keynote Presentation: Mr. Kevin Phun, Director, The Centre for Responsible Tourism, Singapore (15')**



- **Q&A and Discussion**
- **Country Presentation** (each 10')

16:30 – 17:00 Break & Voting ‘The Best Country Presentation Award’

17:00 – 17:30 Closing Ceremony

- Conclusion and Recommendation by UNWTO consultant
- Announcement of ‘The Best Country Presentation Award’
- Closing remarks by the Ministry of Culture, Sports and Tourism of Viet Nam
- Closing remarks by Mr. Harry Hwang, Director of the Regional Department for Asia and the Pacific of the UNWTO

18:30 – 20:30 Farewell Dinner hosted by Duy Tan University

Day 4 – 16 November, Thursday

08:00 – 16:00 Technical Tour organized by Duy Tan University (TBC)

18:30 – 20:30 Dinner hosted by UNWTO