

7th UNWTO GLOBAL SUMMIT ON URBAN TOURISM

A 2030 VISION FOR URBAN TOURISM

2018. 09.16. - 19. | Seoul, Republic of Korea

PROGRAMME BOOK



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About Seoul

- ▶ **Seoul, a city with 2,000 years of stories to tell, works with citizens to open a city of the future.**

Seoul, the capital of Korea, is located in the center of the Korean Peninsula. Seoul has been occupied since the Neolithic Era, and it has a history of 2,000 years as a capital city. From the Joseon Dynasty(1392) to the present times, Seoul has gone through many changes and developments as the capital of Korea. Based on its long history and tradition, Seoul has been preserving its unique, beautiful cultural heritage and it is evolving into a highly advanced city through spectacular economic growth. Seoul is resolving various problems shared by global cities with a long history through eco-friendly and human-centered development and regeneration. In addition, Seoul is conducting research on creative ways to point the direction of a futuristic city. The beautiful city of Seoul is making efforts with its citizens daily in order to make a happier global city.

- ▶ **Seoul's New City Brand, I·SEOUL·U**

It captures the concept of 'Seoul exists between you and me' and it symbolizes the global nature of Seoul. Centering around Seoul, you are me, citizens among citizens, people and the world all co-exist together. On both sides of the world, SEOUL, the red and blue color symbolizing passion and relaxation and expressed in dots, and the letter 'O' in Seoul also stands for the Korean Letter 'o', symbolizing that Seoul is a representative city of Korea.



Background and objectives

'Urban tourism' is a major economic activity that stimulates local economic growth and social change due to its complementarity with other economic activities, its contribution to GDP, job creation, foreign exchange and services exports.

Tourism is a powerful engine for the local economic and social development of cities as it can also improve infrastructure, create a skilled labour force, stimulate local business entrepreneurship, develop public-private partnerships and attract other industries and services.

Tourism in the urban areas creates spatial dynamics for transforming the urban landscape through the rejuvenation of public space, public infrastructure and connectivity, development of local amenities and recreational facilities and hence builds a quality visitor experience while safeguarding and enhancing the quality of life for the local community.

A '2030 vision' for urban tourism requires a new thinking to optimize the needs and expectations of the new customer and to facilitate inclusive economic and social growth, structural transformation and innovation by empowering local citizens. This vision must also address the changing dynamics of technology and its significant impact on the consumer behaviour as well as on the economic, social and spatial structures, modes of transport, new business models, governance and research tools for tourism.

A '2030 vision' for urban tourism needs to focus on sustainability and competitiveness by putting in place a long-term vision and strategic planning. To achieve this, it is extremely important to address the ways urban tourism is planned, developed and managed, as well as how it is perceived by both visitors and residents. A strong, sustainable and inclusive '2030 vision' for urban tourism can only be secured through dialogue, coordination, cooperation and partnerships between all the related public and private stakeholders and the civil society.

The 7th UNWTO Global Summit taking place in Seoul, a well-known smart urban destination, will bring together high level representatives from National Tourism Administrations as well as local authorities and related stakeholders, serving as a platform to exchange experiences and expertise to set a shared vision on urban tourism that embraces innovation, digital transformation and sustainability.

Foreword



H.E. Mr. Park Wonsoon
Mayor of Seoul, Republic of Korea



H.E. Mr. Zurab Pololikashvili
Secretary-General, World Tourism Organization
(UNWTO)

I welcome you to Seoul for the 7th edition of the UNWTO Global Summit on Urban Tourism. My thanks to the Seoul Metropolitan Government for hosting us and to the Ministry of Culture, Tourism and Sports of the Republic of Korea, and the Korea Tourism Organization, for their support and partnership in bringing this summit to Seoul.

Around half of the world's population lives in urban areas and this figure will grow to 70% by 2050. It is vital therefore that we work together on a sustainable urban agenda that reaches into all sectors, including tourism.

Tourism, as one of the fastest-growing economic sectors of our times, contributes to several of the UN Sustainable Development Goals. Cities and urban areas are increasingly popular destinations for tourists for both business and leisure purposes, generating income that can support the socio-economic and cultural development of many cities and their surroundings.

On the other hand, the growing number of urban tourists puts pressure on natural resources, infrastructure, services and mobility, and it leaves a socio-cultural footprint on destinations. The sustainability of urban tourism needs more efficient, better planned and managed cities that can harness new technologies and innovation in order to manage and mitigate the pressures of tourism growth, in addition to population growth and climate change.

This challenge transcends tourism, which is why UNWTO fully supports the New Urban Agenda, spearheaded by the United Nations (UN). Adopted in 2016, this Agenda commits governments around the world to supporting urban economies increase productivity through high-value-added sectors, including tourism. Both technological upgrading and innovation, along with sustainable tourism, are listed as actionable transition areas.

Addressing such challenges for urban tourism is a complex task. There is a pressing need for a sustainable urban tourism roadmap and to position the sector in the wider urban agenda. Answering this need is our primary focus at this year's UNWTO Global Summit on Urban Tourism. I look forward to our productive discussions and trust that together we can set an urban tourism vision for 2030 that will help us build cities for residents and visitors alike.

Zurab Pololikashvili
Secretary-General, World Tourism Organization (UNWTO)

Overview

► The 7th UNWTO Global Summit taking place in Seoul presents an opportunity to:



Learn about trends, opportunities and challenges for urban tourism going towards 2030



Network and cooperate to build a common vision of urban tourism in 2030



Discover innovative and smart initiatives to build sustainable and competitive cities

Title | 7th UNWTO Global Summit on Urban Tourism
Theme | A 2030 Vision for Urban Tourism
Dates | 16–19 September 2018
Venue | The Shilla Seoul, Seoul, Republic of Korea

Organized by |  

Supported by |   

Participants | Mayors, National Tourism Administrations/Organizations officials, Experts, UNWTO Affiliate Members, International Organizations, Local authorities, municipalities and regional associations, Urban DMOs and other relevant stakeholders

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Summit Programme

SUNDAY, 16 SEPTEMBER 2018

- 11:00 – 18:00 Registration of participants
- 14:00 – 18:00 Pre – Conference Technical Visit for all delegates and accompanying persons, courtesy of the host
- 19:00 – 20:30 Welcome Reception hosted by Seoul Metropolitan Government (Korean Stone Art Museum)

MONDAY, 17 SEPTEMBER 2018

- 08:00 – 11:00 Registration of participants (The Shilla Seoul)
- 09:30 – 10:00 Opening Ceremony (Dynasty Hall)
 - Cultural performance
 - Welcome Remarks by H.E. Mr. PARK Wonsoon, Mayor of Seoul, Republic of Korea
 - Opening Remarks by H.E. Mr. Zurab POLOLIKASHVILI, Secretary-General of the World Tourism Organization (UNWTO)
 - Congratulatory Remarks by H.E. Mr. DO Jonghwan, Minister of Culture, Sports and Tourism, Republic of Korea
- 10:00 – 10:30 Keynote Address by Mr. B. Joseph PINE II, Co-founder of the Strategic Horizons LLP
- 10:30 – 11:00 Coffee Break
- 11:00 – 12:30 **High Level Panel. Urban Tourism in 2030**

This panel will provide a policy discussion on urban tourism in view of the New Urban Agenda (HABITAT III) and the new dynamics and trends in demand and supply, notably by fostering exchanges of experience and mutual learning on sustainable urban tourism policies and practice.

Moderator: Mr. Rajan DATAR, Host of BBC Travel Show

Setting the Scene: Mr. Yoon Joon–byeong, Vice Mayor for Administrative Affairs of Seoul Metropolitan Government

Panellists:

- H.E. Ms. Elena KOUNTOURA, Minister of Tourism of Greece
- H.E. Dr. Arystanbek MUKHAMEDIULY, Minister of Culture and Sports of the Republic of Kazakhstan
- H.E. Mr. TSERENBAT Namsrai, Minister of Environment and Tourism, Mongolia



- H.E. Mr. Romel Charles BANDA, Minister of Tourism and Arts, Zambia
- H.E. Mr. Muhammad Bakhtiar WAN CHIK, Deputy Minister of Tourism, Arts and Culture, Malaysia
- H.E. Mr. Itthiphol KUNPLOME, Vice Minister of Tourism and Sports, Thailand
- Mr. Mato FRANKOVIĆ, Mayor of Dubrovnik, Croatia
- Tan Sri Mhd Amin Nordin ABD AZIZ, Mayor of Kuala Lumpur, Malaysia
- Dr. Maung Maung SOE, Mayor of Yangon, Myanmar
- Mr. Jean-François MARTINS, Deputy Mayor of Paris, France
- Mr. Rudy SALLES, Vice Mayor of Nice, France
- Ms. Evgeniya LODVIGOVA, Vice-Mayor of Kazan, Russian Federation
- Mr. Yoon Joon-byeong, Vice Mayor for Administrative Affairs of Seoul Metropolitan Government
- Mr. Mario HARDY, CEO, Pacific Asia Travel Association (PATA)
- Mr. YAN Han, Deputy Secretary General, World Tourism Cities Federation (WTCF)
- Mr. Shanzhong ZHU, Executive Director, World Tourism Organization (UNWTO)
- Mr. Atsushi KORESAWA, Director, Regional Office for Asia and the Pacific, UN-Habitat

12:30 – 14:00 Lunch for participants (Dynasty Hall)

12:30 – 14:00 Networking luncheon hosted by the Korean Tourism Organization (by invitation only – Emerald Hall)

14:00 – 15:30 **Session 1. Looking Towards 2030: An Innovative Approach to Competitiveness in Urban Destinations**

This session will explore how urban tourism needs a new thinking to optimize the needs and expectations of the new customer through innovation and technology in the areas of data collection, planning, development, governance and management.

Moderator: Prof. KIM Chul Won, Professor of College of Hotel & Tourism Department, Kyunghee University, Republic of Korea

Setting the scene: Mr. Ahmed EIWEIDA, Lead Urban Specialist, Global Coordinator for Cultural Heritage and Sustainable Tourism, The World Bank

Panellists:

- Mr. Rudy SALLES, Vice Mayor of Nice, France
- Ms. Maria Helena DE SENNA FERNANDES, Director of Macao Government Tourism Office (MGTO), China



- Mr. Manu NARVAEZ, Director of San Sebastian Tourism, Spain
- Mr. Jose Andres DUARTE, Director of Bogota Tourism Office, Colombia
- Mr. POH Chi Chuan, Director for Digital Transformation, Singapore Tourism Board, Singapore
- Ms. Sarah MATHEWS, Head of Destination Marketing APAC, TripAdvisor
- Mr. Fernando DAL RE, VP of Business Development, Transparent

Q&A

15:30 – 16:00 Coffee Break

16:00 – 17:30 **Session 2. The 4th Industrial Revolution Shaping the Future of Urban Tourism**

This session will focus on the current opportunities and challenges presented by technology, new platform tourism services, the transformation in new business models and labour force and mobility patterns. Under a '2030 vision' for urban tourism, the panel will discuss the ways to maximize the positive impact for the visitor and the local community while minimizing the undesirable consequences of tourism in urban areas. As a key concept, Smart Cities will also be illustrated through successful cases.

Moderator: Prof. Dimitrios BUHALIS, Head of Department Tourism and Hospitality Bournemouth University, United Kingdom

Panellists:

- Mrs. Diana ROBINO, Global Tourism Partnerships Lead, Mastercard
- Mr. Jackson PEK, Vice President and General Counsel, Asia Pacific, Amadeus
- Mr. Fabio MONTANHEIRO, Research Coordinator, Tourism and Events Observatory (OTE), City of São Paulo, Brazil
- Mr. LEE Donggun, CEO, myrealtrip, Republic of Korea
- Mrs. Yael FROMAN-IDESES, Digi-Tourist Project Manager, Tel Aviv Global & Tourism, Israel
- Mr. Dionisis KOLOKOTSAS, Manager on Public Policy and Government Relations, Google Asia-Pacific

Q&A

18:00 – 20:00 Welcome Dinner hosted by the Seoul Metropolitan Government (YeongBinGwan Garden)

TUESDAY, 18 SEPTEMBER 2018

09:30 – 10:00 One-on-One Interview by Mr. Rajan DATAR, Host of BBC Travel Show with Ms. Lauren SORKIN, Managing Director, Asia Pacific, 100 Resilient Cities initiative, pioneered by The Rockefeller Foundation

10:00 – 11:00 **Session 3. Urban Tourism and the Rejuvenation of Cities**

Tourism in urban areas creates spatial dynamics for transforming the urban landscape through the rejuvenation of public space, public infrastructure and connectivity, development of local amenities and recreational facilities and hence builds a quality visitor experience while safeguarding and enhancing the quality of life for the local community. This session will showcase urban destinations which have achieved success in this regard.

Moderator: Prof. HAN Beom Soo, Dean of College of Tourism & Culture, Kyonggi University, Republic of Korea

Setting the scene: Mr. KIM Seong Bo, General Director of Urban Regeneration Bureau, Seoul Metropolitan Government, Republic of Korea

Panellists:

- Mr. Georg STEINER, Tourism Director of Linz, Austria
- Mr. Miguel SANZ, Director, Madrid Destino Tourism Department, Madrid City Council, Spain
- Mr. YAN Han, Deputy Secretary General, World Tourism Cities Federation (WTFCF)
- Mr. MIZOHATA Hiroshi, President of Osaka Convention & Tourism Bureau, Japan
- Mr. Hamdan ABDUL MAJEED, Managing Director, Think City, Malaysia
- Mr. Peter DEBRINE, Senior Project Officer, UNESCO

Q&A

11:00 – 11:30 Coffee Break

11:30 – 11:50 **Presentation of UNWTO Report on 'Overtourism? Understanding and managing urban tourism growth beyond perceptions'**

- Ms. Sandra CARVAO, Chief, Tourism Market Intelligence and Competitiveness, UNWTO
- Dr. Ko KOENS, Associate Professor of Breda University of Applied Sciences and Centre of Expertise Leisure, Tourism and Hospitality (CELTH), Netherlands
- Dr. Albert POSTMA, Professor of NHL Stenden University of Applied Sciences and Centre of Expertise Leisure, Tourism and Hospitality (CELTH), Netherlands

11:50 – 13:20 **Session 4. Fair and Inclusive Tourism: Building cities for all**

In the framework of the annual 'Seoul International Fair and Sustainable Tourism Forum', which has been hosted by the Seoul Metropolitan Government in collaboration with the UNWTO, and organized by the Seoul Tourism Organization since 2016, this session will provide a global insight on how to adopt a local approach to economic and social development in urban destinations by integrating the local community and its components along the tourism value chain.

Moderator: Prof. Lieve COPPIN, Dean of the Faculty of Hospitality and Food Management, Le Cordon Bleu University, Lima, Peru

Setting the scene: Mr. NA Hyowoo, Chair of Seoul International Fair & Sustainable Tourism Forum Organizing Committee & CEO of Good Travel

Panellists:

- Dr. RHEE Jae-sung, President & CEO, Seoul Tourism Organization, Republic of Korea
- Mr. Enver DUMINY, CEO, Cape Town Tourism, South Africa
- Mr. Nico MULDER, Marketing Strategy Manager, Amsterdam Marketing, Netherlands
- Mr. Giovanni Andrea MARTINI, President of Municipality of Venice, Italy
- Mr. Sergi MARÍ, Manager of Tourism, Commerce and Markets, Barcelona City Council, Spain

Q&A13:20 – 13:40 **Closing Session**

- Technical Conclusions by Ms. Sandra CARVAO, Chief, Tourism Market Intelligence and Competitiveness, UNWTO
- Closing Remarks by Mr. JOO Yong Tae, Director-General of Tourism and Sports Bureau of Seoul Metropolitan Government, Republic of Korea
- Closing Remarks by Mr. Shanzhong ZHU, Executive Director, UNWTO
- Announcement of the host city for the 8th UNWTO Global Summit for Urban Tourism 2019

13:40 – 15:00 Farewell Luncheon hosted by Seoul Tourism Organization

15:30 – 19:00 Technical tours with various options are to be offered for all delegates and accompanying persons

WEDNESDAY, 19 SEPTEMBER 2018

08:00 – 17:00 Technical tour for all delegates and accompanying persons

Speakers' Biographies

Keynote Address



Mr. B. Joseph PINE II

Cofounder of the Strategic Horizons LLP

B. Joseph Pine II is an internationally acclaimed author, speaker, and management advisor to Fortune 500 companies and entrepreneurial start-ups alike. He is co-founder of Strategic Horizons LLP, a thinking studio dedicated to helping businesses conceive and design new ways of adding value to their economic offerings.

In 1999 Mr. Pine and his partner James H. Gilmore wrote the best-selling book *The Experience Economy: Work Is Theatre & Every Business a Stage*, which demonstrates how goods and services are no longer enough; what companies must offer today are experiences memorable events that engage each customer in an inherently personal way. In 2011 *The Experience Economy* came out for the first time in paperback as an Updated Edition with new ideas, new frameworks, and many, many new exemplars.

Mr. Pine also co-wrote *Infinite Possibility: Creating Customer Value on the Digital Frontier* with Mr. Kim C. Korn, *Authenticity: What Consumers Really Want* with Mr. Gilmore, and in 1993 published his first book, the award-winning *Mass Customization: The New Frontier in Business Competition*.

Mr. Pine consults with a numerous companies around the world, helping them embrace the ideas and frameworks he writes about, develop concepts for creating more economic value, and see those concepts become reality.



High Level Panel, Urban Tourism in 2030

Moderator |

Mr. Rajan DATAR

Host of BBC Travel Show

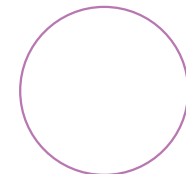


Rajan Datar is an award-winning BBC broadcaster, moderator, features writer with a career spanning three decades of current affairs, arts, business and documentary reporting/presenting for the BBC. He is one of the corporation's best-known faces globally and frequently travels around the world on speaking engagements. As presenter/writer of the Travel Show specials, he's responsible for more than 30 acclaimed half hour BBC travelogues around the world (viewed by average audiences of 70 million), in as far flung destinations as Cuba, Mongolia and Myanmar and big treks, coast to coast, in southern USA and in China to discover its "natural wonders". All told he has been on some 100 plus filming trips around the world for the BBC. Rajan covered the Enron crisis as presenter for a BBC 2 Money Programme special and award-winning specials on Tesco, Google and Ebay and has reported for BBC One's Watchdog. For two years Rajan was a reporter on BBC2's flagship daily current affairs programme, Newsnight.

Setting the Scene |

Mr. YOON Joon-byong

Vice Mayor for Administrative Affairs of
Seoul Metropolitan Government



Mr. Yoon passed the National Civil Service Examination in 1983 and since 1989 he has worked for the Seoul Metropolitan Government. He has a bachelor's degree of German language & literature from Seoul National University, a master of public administration from University of Oregon in USA. Also he got his doctorate of law from University of Seoul. He worked for the Seoul traffic division for the past 10 years. At this present, Mr. Yoon is Vice Mayor I for administrative Affairs.



| Panelist

H.E. Ms. Elena KOUNTOURA

Minister of Tourism of Greece

Elena Kountoura is the acting Minister of Tourism of the Hellenic Republic, since January 2015. She graduated from the Faculty of Physical Education and Sport Science at University of Athens. She is member of the Greek National Track and Field Team, holding numerous national records, international titles and awards. She worked International Career in the Fashion Industry from 1984 to 1996 and served as Greek Magazine Editor from 1996 to 2003. She elected six times as Member of Parliament since 2004. Her international efforts have focused on empowering Greece's global standing in the travel, and tourism industry. She has worked with several international and Greek NPO's for issues related to health, environment, women's & children's rights. Honored for her support in spreading the values of Paralympic Volunteerism in Greece. In 2007, honored by the Government as Goodwill Ambassador for Social Volunteering.



| Panelist

H.E. Dr. Arystanbek MUKHAMEDIULY

Minister of Culture and Sports of the Republic of Kazakhstan

H.E. Dr. Arystanbek Mukhamediuly is the Minister of Culture and Sports of the Republic of Kazakhstan since 2014. He was Chancellor of the Zhurgenov Kazakh National Academy of Arts (2008–2014) and worked for the Executive Office of the President between 2007 and 2008. In the period between 2003 and 2007, he held various senior positions in the Ministry of Culture including the post of Vice Minister. Before joining civil service he successfully managed the Presidential Orchestra (1997–2001) and the famous Kazakh music and dance group «Flowers» (1994–1996). He received PhD in Arts (2003) and Master's degree in Public Administration from National School of Public Administration under the President of Kazakhstan. He got a BA in Music (Violoncellist) from Kyr Mangazy Kazakh National Conservatory (1986). He is Knight of the Order of Honor of the Republic of Kazakhstan. Dr. Mukhamediuly is fluent in Kazakh and Russian.



Panelist |

H.E. Mr. TSERENBAT Namsrai

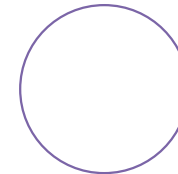
Minister of Environment and Tourism of Mongolia

H.E. Mr. Tserenbat Namsrai is the Minister for Environment and Tourism of Mongolia since 2017 and a member of the State Great Khural Parliament since 2016. He was CEO of UFC Group (2015–2016) and served as the Director General of Budget Regulation and Risk Management Department in Ministry of Finance of Mongolia in 2015. He was CEO of Transconsult Co. Ltd (2012–2015) and the Secretariat of the State Great Khural (2010–2012). He held the position of Deputy Director of UVS Food Company (2005–2010). He worked for Tavan Bogd Group (2003–2004) and Mobicom Corporation (2000–2001). He obtained MSc in Computing and Technical Management in Institute of Technology (2000 – 2001) and BSc in Finance Management in School of Computing and Technical Management in Institute of Technology. Mr. Tserenbat Namsrai is fluent in English and Russian.

Panelist |

H.E. Mr. Romel Charles BANDA

Minister of Tourism and Arts, Zambia



내용없음



| Panelist

H.E. Mr. Muhammad Bakhtiar WAN CHIK

Deputy Minister of Tourism, Arts and Culture, Malaysia

Muhammad Bakhtiar Wan Chik started his career as a Personnel Officer at Malaysia Smelting Corporation, 1989. He rose to the position of Human Resource Manager at Linear Semiconductor Sdn. Bhd. in 1994, Penang Municipal Councilor in 2008 and Penang Island City Councilor in 2013 until April 2018. He joined politics in May 2018 as a Member of Parliament of Balik Pulau, Penang.

He holds a Bachelor's Degree of Science in Business Administration from the University of Arizona Tucson, Arizona, United States of America. With his vast knowledge and experiences in the private and public sector, he aspires to map Malaysia as the top 10 tourist destination in the world by leveraging on digital tourism and ensuring sustainability of cultural and heritage resources, especially in attracting high-end tourist. At the international level, he believes cultural diplomacy will provide a strong bonding between nations to promote global peace through tourism and cultural exchanges.



| Panelist

H.E. Mr. Itthiphol KUNPLOME

Vice Minister of Tourism and Sports, Thailand

Mr. Itthiphol is Vice Minister for Tourism and Sports in Thailand. He got a bachelor's degree of laws from Chulalongkorn National University in Thailand and a master of laws from International Golden Gate University in USA. He has worked for various ministries of the Thailand government. He served on the committee to considered a diversity of laws and worked on the Minister of transport, interior, commerce, science, technology and environment. He served on member of the Chonburi House of Representatives (2001–2004) and from 2008 to 2016, he worked on Mayor of Pattaya city.



Panelist |

Mr. Mato FRANKOVIĆ

Mayor of Dubrovnik, Croatia

Mr. Mato Franković is a Croatian politician who has been the Mayor of Dubrovnik. He has a degree Associate in Applied Science from Rochester Institute of Technology in New York. His career is that served as Executive Director of the Generalist branch office in Dubrovnik and Montenegro (2005–2009) and as the Director of ACI Marine Dubrovnik since 2009. He served not only as the Regional Marine Coordinator for the South Adriatic (2013–2014) but also as the Member of the Supervisory Board of ACI d.d. on behalf of the Workers' Council (2016–2017). He worked on various political activities such as Councilor at the Dubrovnik – Neretva Assembly for two terms President of the Dubrovnik Council (2015–2017). In addition he has worked as President of the HDZ City Committee Since 2014 and as Member of the Tourist Board of the Croatian Tourist Board since 2016.

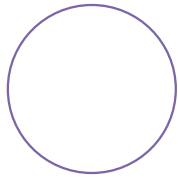


Panelist |

Tan Sri Mhd Amin Nordin ABD AZIZ

Mayor of Kuala Lumpur, Malaysia

Mhd Amin Nordin Abdul Aziz was appointed as the 11th Mayor of Kuala Lumpur effective from July 18th 2015. He was the Director General of Kuala Lumpur City Hall before being appointed as Mayor of Kuala Lumpur. He is an expert in city planning, city beautification and city management as he has been working for Kuala Lumpur City Hall since 1978. He started off as an officer in the City Beautification Department, City Service Department and was promoted as the Director of Landscape and City Sanitation Department in 2001. In December 2001, he was promoted as Deputy Director General (Services) and later served as Deputy Director General (Development) in 2003 and only after 8 years he was given the opportunity to be the Deputy Director General (Socio-Economy). In 2014 he was promoted as the Director General of Kuala Lumpur City Hall and he was as the 11th Mayor of Kuala Lumpur in July 2015 and again for his second term for 2 years on July 2017.



| Panelist |

Dr. Maung Maung SOE

Mayor of Yangon, Myanmar

Maung Maung SOE is Mayor and Minister of Development affairs in Yangon. He has a Bachelor degree of Economy from YIE in Yangon and has a Ph.D of Business Administration from UITM in Poland. He was born, raised and has worked in Yangon. He served as tutor to Professor of Applied Economics Department in YIE from 1972 to 2001 and as Professor of Applied Economics Department from 2002 to 2005. Also he worked at Yangon Institute of Economics from 2005 to 2010.



| Panelist |

Mr. Jean-François MARTINS

Deputy Mayor of Paris, France

Jean-François Martins, Deputy Mayor of Paris in charge of Tourism, Sports & the Olympic and Paralympic Games is, at 36, the youngest member of the Executive Board of Paris. He holds a master's degree in Social Economy & Management, became one of the young leaders of the Democratic Party in Paris. At the same time, he started a career in communications, dealing with corporate issues and crisis management. Elected as a member of the Council of Paris in 2010 and was also appointed Head of Communications for François Bayrou in 2012. He was reelected to the Council of Paris in 2014 and he was appointed Deputy Mayor in charge of Tourism & Sports. In this capacity, he supervises the Paris Visitors Office & Convention Bureau and is in charge of formulating Paris tourism strategy, including issues related to the Eiffel Tower and hotel accommodation. As the elected official in charge of sports, he also leads the challenge of guiding preparations for the 2024 Olympic and Paralympic Games.



| Panelist |

Mr. Rudy SALLES

Vice Mayor of Nice, France

Born (1954) and raised in Nice, Rudy SALLES graduated in Public and Private International Law before becoming a lawyer. He is married and father of a daughter who practices law at the bar of Nice. Rudy SALLES is a republican and democrat, who is driven by respect for the citizens of Nice. He positions himself at the centre-right of the political spectrum. From 1988 to 2017, he represented the Alpes-Maritimes Department in the French National Assembly (parliament). During his mandate, he was twice elected vice-chair and president of the National Assembly. He is personally engaged in the fight against sects and served as secretary of a parliamentary inquiry commission against the influence of sects. As founder and president of the Mediterranean Parliament, he succeeded in creating a space for dialogue and work between the countries surrounding the Mediterranean sea. Since 2008, he has been Deputy Mayor of Nice, in charge of Tourism, Conferences, and International Relations.

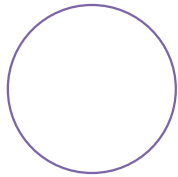


| Panelist |

Ms. Evgeniya LODVIGOVA

Vice-Mayor of Kazan, Russian Federation

Evgenia Lodvigova as Vice Mayor of Kazan, got a degree of English language teaching from the Kazan Pedagogical Institute and graduated from the Kazan Law Institute of the Russian Ministry of International Affairs with a degree in law. She got her MBA in the International Management Institute "LINK" and completed her management studies in the Russian International Tourism Academy. She has worked in hotel tourism for a long time. From 2005 to 2011, she served as the general manager of the Sovt Hotel, the Kazan Hotel group from 2011 to 2014. And she was a director of the Committee of tourism development of Kazan for 2 years and has worked Vice mayor of Kazan since 2015.



| Panelist

Mr. YOON Joon-byeong

Vice Mayor for Administrative Affairs of Seoul
Metropolitan Government

Mr. Yoon passed the National Civil Service Examination in 1983 and since 1989 he has worked for the Seoul Metropolitan Government. He has a bachelor's degree of German language & literature from Seoul National University, a master of public administration from University of Oregon in USA. Also he got his doctorate of law from University of Seoul. He worked for the Seoul traffic division for the past 10 years. At this present, Mr. Yoon is Vice Mayor I for administrative Affairs.



| Panelist

Mr. Mario HARDY

CEO, Pacific Asia Travel Association (PATA)

Mario Hardy is a Chief Executive Officer of the Pacific Asia Travel Association (PATA) since 2014, and was the past Chairman of the Board of Trustees of the PATA Foundation. He has 30 years of experience in specialised aviation businesses focusing on data analytics and technology. He is also the founder of Venture Capital firm MAP2 | Ventures, an investment fund with a wide portfolio of technology-centric businesses. Dr. Hardy received an Honorary Doctorate of Letters from Capilano University in 2016 for his philanthropic work in Cambodia and for his support in the development of a Community Based Tourism project in Vietnam. In 2017, Dr. Hardy graduated from the Executive Program of Singularity University in Exponential Technologies and was honored as a "Global Ambassador of Peace through Tourism" at World Travel Market.

| Panelist

Mr. YAN Han

Deputy Secretary General, World Tourism Cities Federation
(WTCF)



Mr. Yan Han is one of WTCF's co-founders. He studied international politics at the School of International Studies, Peking University from 2003 and 2008, and received a master's degree in law. He pays continuous attention to and looks into international non-governmental organizations and cross-cultural communication, and maintains good communication with the international tourism cities and institutions that are members of WTCF. He was the chief organizer of the Inaugural Conference of WTCF and the WTCF Fragrant Hills Tourism Summit from 2012 to 2018. In 2013, he hosted the Roundtable on "Sustainable Urban Development and Tourism" at the Headquarters of the UN. In 2014, he was invited to serve on the board of directors of the Chinese Association for International Understanding. Mr. Yan Han was invited by UNWTO to organize the City Tourism Performance Research project, and conducted analysis on 15 representative cities in the world. In December 2017, he oversaw the publication of the Report of the UNWTO/WTCF City Tourism Performance Research.

| Panelist

Mr. Shanzhong ZHU

Executive Director, World Tourism Organization (UNWTO)



Mr. Zhu Shanzhong is the Executive Director at the World Tourism Organization (UNWTO). From late 2008 to 2013, he was Vice Chairman of China National Tourism Administration (CNTA), overseeing international relations, marketing in domestic and markets, tourism information center etc. He also oversaw the composition of key tourism documents such as the Mid & Long Term Planning of Inbound Tourism in China and the 12th Five Year Plan of Tourism Information Construction. From 1989 to 2008, he served CNTA in different capacities, Director of CNTA Sydney and New York Office, Deputy Director General of International Marketing Department and Director General of the Marketing and Communication Department of CNTA. From 1985 to 1989, he was Department Manager of China International Travel Service (CITS). Mr. Zhu has a degree in English and Literature Bachelor from Nanjing University in China and Master's Degree in Tourism Economic Management from the Graduate School of New York New School in 1988.



| Panelist

Mr. Atsushi KORESAWA

Director, Regional Office for Asia and the Pacific, UN-Habitat

Atsushi Koresawa is the Director for UN-Habitat Regional Office for Asia and the Pacific, Fukuoka, Japan since June 2017. He served at various ministries and agencies of the Japanese government since 1988, his recent responsibilities including the Director for Management and Coordination at the Central Japan Regional Development Bureau of the Ministry of Land, Infrastructure, Transport and Tourism, the Director for Search & Rescue and International Cooperation at the Fire and Disaster Management Agency of the Ministry of Internal Affairs and Communications and Director for Research at the Real Estate Transaction Improvement Organization. He also has served at several international organizations including UN-Habitat, the OECD and the Asian Disaster Reduction Center. He has been engaged in national, regional and urban development, land and real estate management and disaster management both in Japan and internationally.

Session 1. Looking Towards 2030: An Innovative Approach to Competitiveness in Urban Destinations

Moderator |

Prof. KIM Chul Won

Professor of College of Hotel & Tourism Department,
Kyunghee University, Republic of Korea



Chulwon Kim is a professor from College of Hotel & Tourism Management at Kyung Hee University. Professor Kim is an expert on regional tourism competitiveness, competitive edges and policies of sustainable, cultural and international tourism, MICE sectors, and peace tourism which are the main focus of his research and activities. He served as dean of College, president of the Knowledge Management Society of Korea and he has now served as the editor in chief of UNWTO Asia/Pacific Newsletter.

Setting the Scene |

Mr. Ahmed EIWEIDA

Lead Urban Specialist, Global Coordinator for Cultural
Heritage and Sustainable Tourism, The World Bank



Ahmed Eiweida is the World Bank Global Lead for Cultural Heritage and Sustainable Development. He is also Lead Urban Specialist covering East Asia & Pacific Region based in the World Bank's Singapore Urban & Infrastructure Hub Office. Ahmed has over 25-year experience in cultural heritage, sustainable tourism, urban policies, municipal finance & infrastructure, local economic development, urban upgrading and urban regeneration. Previously, he was the Program Leader of Sustainable Development in the South Caucasus Region based in Tbilisi, Georgia. He assisted the Governments of Georgia and Armenia to prepare their sustainable tourism strategies and led several World Bank-financed projects in support of regional development through strategic investments in cultural heritage, sustainable tourism and urban regeneration. He holds a PhD on Urban Development and an MSc. on Environmental Management from the University of Glasgow, The UK. He also holds a Pre-MSc. on Urban and Regional Development from University of Cairo, and a BSc. on Architecture and Engineering from Assuit University.



| Panelist |

Mr. Rudy SALLES

Vice Mayor of Nice, France

Born (1954) and raised in Nice, Rudy SALLES graduated in Public and Private International Law before becoming a lawyer. He is married and father of a daughter who practices law at the bar of Nice. Rudy SALLES is a republican and democrat, who is driven by respect for the citizens of Nice. He positions himself at the centre-right of the political spectrum. From 1988 to 2017, he represented the Alpes- Maritimes Department in the French National Assembly (parliament). During his mandate, he was twice elected vice-chair and president of the National Assembly. He is personally engaged in the fight against sects and served as secretary of a parliamentary inquiry commission against the influence of sects. As founder and president of the Mediterranean Parliament, he succeeded in creating a space for dialogue and work between the countries surrounding the Mediterranean sea. Since 2008, he has been Deputy Mayor of Nice, in charge of Tourism, Conferences, and International Relations.



| Panelist |

Ms. Maria Helena DE SENNA FERNANDES

Director of Macao Government Tourism Office (MGTO), China

Ms. Maria Helena de Senna Fernandes came on board the Marketing Department of the Macao Government Tourism Office (MGTO) in 1988, and throughout the years organized many local and overseas tourism exhibitions, conferences, seminars, marketing, and promotional activities of different scale. She became one of the two Deputy Directors in September of 1998, where she continues to be highly involved in the marketing and promotion of Macao as a tourism destination. Ms. Fernandes was appointed as Director of MGTO in December of 2012. In 2016, Ms. Fernandes was awarded the Medal of Merit – Tourism by the Macao Special Administrative Region Government. She concurrently serves as Coordinator of the Tourism Crisis Management Office of the Macao SAR Government and is member of the Tourism Development Committee, Committee for the Development of Conventions and Exhibitions, Economic Development Committee, Cultural Advisory Committee, Committee of Cultural Industries, Urban Planning Committee, among others, of the Macao SAR Government.



Panelist |

Mr. Manu NARVAEZ

Director of San Sebastian Tourism, Spain

Expert in Tourism Management, Manu Narvaez has been managing the Tourism of San Sebastian for more than 20 years. During this time, the management of tourism in San Sebastian has taken a qualitative leap, as has the city's own tourism market, growing exponentially in the international arena and achieving an important position in the world tourism market. Part of this management experience is what Manu Narvaez has shared in recent years, participating in different forums showing the success model of the Tourism Society and the city. Journalist of formation Manu Narvaez has developed his professional life in different media in a first time and in the City council of San Sebastián later, with different responsibilities of management.



Panelist |

Mr. Jose Andres DUARTE

Director of Bogota Tourism Office, Colombia

José Andrés Duarte García works for current Administration of Mayor Enrique Peñalosa as General Director of the Bogotá Tourism Office. He holds a bachelor degree in Government and International Relations from the Externado University of Colombia, and postgraduate studies on Public Opinion and Political Marketing in the Javeriana University and Development Policy from the Public Policy and Management School of the Korean Development Institute from South Korea. He has worked in the Ministry of Commerce, Industry and Tourism, also in the Ministry of National Education. Additionally, he worked at the International Republican Institute in Colombia. He has been an Undergraduate and Postgraduate Professor in the Faculty of Finance, Government and International Relations of the Externado University of Colombia. He is co-author of the Manual of Analysis and Design of Public Policies and was awarded as one of the ten outstanding young person of Colombia by the Junior Chamber International (JCI) in 2016.



| Panelist

Mr. POH Chi Chuan

Director for Digital Transformation, Singapore Tourism Board, Singapore

Poh Chi Chuan assumed the role of Director, Digital Transformation on 7 August 2017. In this capacity, he works with his Division to strengthen enterprise digital capabilities for both STB and key industry partners. This includes gathering and analysing data and trends on tourism performance, sharing market intelligence and consumer insights, as well as engaging stakeholders on digital collaborations. He joined STB in 2004 as Manager in the International Group and headed STB's overseas office for Western China. From 2007 – 2009, he was the Assistant Director managing the China/North Asia markets. In 2012 he became Director of the Tourism Concept Development team, which involved overseeing the cultural precinct developments in Chinatown as well as Little India. Chi Chuan graduated from the Nanyang Technological University with a Bachelor of Engineering (Civil) in 1999. He then obtained his Masters in Public Management with the Lee Kuan Yew School of Public Policy, in 2017.



| Panelist

Ms. Sarah MATHEWS

Head of Destination Marketing APAC, TripAdvisor

Sarah leads the Destination Marketing Sales team at TripAdvisor, for the Asia Pacific region. The Destination Marketing team's key focus is to work with and support all tourism boards in Asia Pacific, as well as help local hospitality businesses better understand the impact of digital to their business. Under her leadership, the Asia Pacific team launched the first TripAdvisor's Destination Academy, a three-day Digital Boot camp for government organizations and the CEO Challenge. During that time, she worked closely with key clients like South Africa Tourism and Greek National Tourism Organization, sharing best practices with all relevant industry partners. Her work with South Africa Tourism on the first global strategic partnership was featured in the recent UNWTO E-Marketing Handbook. Born and raised in Hong Kong and fluent in Mandarin and Cantonese, Sarah has lived in Hong Kong SAR, Beijing and Australia, giving her a deep understanding of the region.



Panelist |

Mr. Fernando DAL RE

VP of Business Development, Transparent

Transparent is a data intelligence company that monitors more than 20 million short-term rental listings in the World. Transparent provides independent and reliable data to the whole value chain in the short-term rental market: OTAs, Hotels, Property Managers, Market Research, and Public Sector Entities. Fernando Dal Re is VP of Business Development at Transparent, where he helps Governments, Municipalities, National Tourist Offices, Destination Marketing Organizations and other Public Sector entities to understand the supply of short term rentals in their markets, to uncover the origin of travelers that use these alternative accommodations and to use all this data to anticipate future demand and better prepare for it.

Session 2. The 4th Industrial Revolution Shaping the Future of Urban Tourism



| Moderator

Prof. Dimitrios BUHALIS

Head of Department Tourism and Hospitality Bournemouth University, United Kingdom

Professor Dimitrios Buhalis is the Head of Department Tourism and Hospitality, Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University in England. He is also the First Vice President of the International Academy for the Study of Tourism, an Executive Board Member of the United Nations World Tourism Organization (UNWTO) Affiliate Members and the Editor in Chief of the most established Journal in Tourism: *Tourism Review*. He is a Strategic Management and Marketing expert with specialization in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. His research area is cutting across a number of disciplines and is looking into adoption of innovations for creating value for both consumers and organizations. Current research focus includes Smart Tourism, SoCoMo Marketing (Social media Context and Mobile Marketing), Augmented Reality, Experience management and Personalization, Reputation and Social Media Strategies, Accessible and Special Diet (Alergens) Tourism.



| Panelist

Mrs. Diana ROBINO

Global Tourism Partnerships Lead, Mastercard

Diana Robino is Senior Vice President of Global Tourism Partnerships for Mastercard. In this role, Ms. Robino is responsible for shaping and executing the company's global engagement model with private and public partners to support the digital transformation of the Tourism Sector. Ms. Robino's experience in financial services extends to business development, general management, marketing, loyalty, and operations. Previously, she headed the Travel B2B Vertical, Global New Product Development for Credit and Debit, Global Affluent Products and managed the relationship with HSBC globally. Prior to joining Mastercard, Ms. Robino held key positions for Citigroup and American Express in Latin America, the US, Europe, Middle East and Africa. Ms. Robino received a Master of Business Administration from Southern Illinois University and completed graduate studies in Quality Management at University of Miami, where she was also an Adjunct Professor in Marketing.

Panelist |

Mr. Jackson PEK

Vice President and General Counsel, Asia Pacific, Amadeus



Jackson supervises the Asia Pacific legal, industry and corporate affairs team and serves as Managing Director at the Bangkok regional office of Amadeus, the world's leading transaction processor for the global travel and tourism industry. A public company originally founded by Air France, Iberia, Lufthansa and SAS, Amadeus is a component of the IBEX 35, Spain's benchmark stock market index. Prior to joining Amadeus, Jackson was an attorney at the law firms Skadden Arps and White & Case in the U.S. and Asia, and most recently a senior attorney at IBM handling legal matters for the ASEAN countries and South Asia. In addition to his work with Amadeus, Jackson has lectured at various universities in Asia, most notably the National University of Singapore Law School, where he served on the faculty for two years. Jackson holds business and law degree from the Wharton School of the University of Pennsylvania and from New York University School of Law.

Panelist |

Mr. Fabio MONTANHEIRO

Research Coordinator, Tourism and Events Observatory (OTE),
City of São Paulo, Brazil



Tourism and events professional highly skilled in data analysis, development and implementation of market research. Founder member of the Tourism and Events Observatory, the official source of tourism data in the city of São Paulo. Specialist in tourism economic impact methodologies, with advanced knowledge in GEOINT, spatial analysis and infographic design. Over 10 years of experience in travel and tourism sector with a successful background in the local most prestigious tourism research department, prized by Brazil's Ministry of Tourism as "Best Tourism Monitoring Department" in 2010 and 2014.



| Panelist

Mr. LEE Donggun

CEO, myrealtrip, Republic of Korea

Donggun Lee is the founder and CEO of MyRealTrip. Lee launched the service in 2012, while a student at Korea University. In five short years, MyRealTrip became a go-to-marketplace for all things travel among Korean tourists. Currently, it provides over 12,500 tours in 540 cities around the world, and has collected over 160,000 authentic reviews from its customers. Lee completed degrees in Business Administration and Psychology from Korea University. He also studied at WHU – Otto Beisheim School of Management in Koblenz, Germany as a foreign exchange student.



| Panelist

Mrs. Yael FROMAN-IDESES

Digi-Tourist Project Manager, Tel Aviv Global & Tourism, Israel

Tel Aviv Global & Tourism is a municipal company managed directly under the Office of the Mayor of Tel Aviv-Yafo. Its primary efforts are directed toward making the city more accessible to the world and facilitating its quantum leap in the global arena, achieved in cooperation with municipal, national and private partners. Froman leads the project of Digi-Tourist – Tel Aviv’s digital city card – the world’s first smart and personalized city card, designed to make the experience of visiting Tel Aviv easier, personal, more connected and fun, while lowering the price of vacationing in the city. This project uses Tel Aviv’s unique assets: a very technological city and population; the fact that the Municipality owns many of the tourist attractions in the city; and the “DigiTel” resident card – a ground-breaking city card that provides residents with personalized information and live updates about everything the city has to offer. Froman holds LLB in Law and Psychology from the Hebrew University of Jerusalem and LLM in Public Law from Northwestern University in Chicago and Tel Aviv University.



Panelist |

Mr. Dionisis KOLOKOTSAS

Manager on Public Policy and Government Relations,
Google Asia-Pacific

Dionisis leads Google’s public policy for inclusive and sustainable development in Asia-Pacific. He has been with Google since 2011, first as head of government relations for Greece, the Balkans and Cyprus. Before joining Google, he served as general manager at the Greek Semiconductor Industry Association (2009–2011) and as global communications manager at Procter & Gamble (1999–2009), based in Brussels, Belgium. He holds a Master’s in Sustainable Business Development and a Diploma in Electrical and Computer Engineering. He is passionate to work with global stakeholders to help ensure a bright digital future for economic growth and social prosperity.

One-on-one Interview

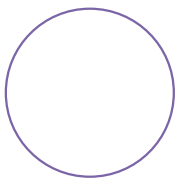


| Interviewer

Mr. Rajan DATAR

Host of BBC Travel Show

Rajan Datar is an award-winning BBC broadcaster, moderator, features writer with a career spanning three decades of current affairs, arts, business and documentary reporting/presenting for the BBC. He is one of the corporation's best-known faces globally and frequently travels around the world on speaking engagements. As presenter/writer of the Travel Show specials, he's responsible for more than 30 acclaimed half hour BBC travelogues around the world (viewed by average audiences of 70 million), in as far flung destinations as Cuba, Mongolia and Myanmar and big treks, coast to coast, in southern USA and in China to discover its "natural wonders". All told he has been on some 100 plus filming trips around the world for the BBC. Rajan covered the Enron crisis as presenter for a BBC 2 Money Programme special and award-winning specials on Tesco, Google and Ebay and has reported for BBC One's Watchdog. For two years Rajan was a reporter on BBC2's flagship daily current affairs programme, Newsnight.



| Interviewee

Ms. Lauren SORKIN

Managing Director, Asia Pacific, 100 Resilient Cities initiative, pioneered by The Rockefeller Foundation

내용없음

Session 3. Urban Tourism and the Rejuvenation of Cities

Moderator |

Prof. HAN Beom Soo

Dean of College of Tourism & Culture, Kyonggi University,
Republic of Korea



Professor Han Beom Soo is the chairperson of the Planning Committee of the 7th UNWTO Global Summit on Urban Tourism. He is the dean of the College of Tourism & Culture at Kyonggi University in South Korea. Professor Han was also the 20th President of the Tourism Sciences Society of Korea(TOSOK). He has served as the lead tourism policy advisor for development projects in Seoul as well as for central and local governments. When Professor Han headlined the 2015 Declaration on Reforming Tourism Policy, his central message – "Seoul Tourists will be happy if the citizens of Seoul are happy" – became the leading philosophy behind Seoul's tourism policies. Professor Han also contributed to the establishment of the Seoul Tourism Organization(STO) as chairperson of the preparatory committee. In order to successfully combine the unique cultural heritage of Seoul's past and the innovative modernization of Seoul's present, Professor Han became deeply involved with sustainable tourism and urban regeneration projects. He also currently leads as Division Chairperson of the Seoul City Sustainable Development Committee.

Setting the Scene |

Mr. KIM Seong Bo

General Director of Urban Regeneration Bureau,
Seoul Metropolitan Government, Republic of Korea



내용없음



| Panelist

Mr. Georg STEINER

Tourism Director of Linz, Austria

Since 2007 Georg Steiner is tourism director of Linz. Besides the successful development of the European Capital of Culture in 2009, Georg Steiner was general manager of the Tourism Board of Eastern Bavaria (1999–2007), as well as general manager of the Danube Shipping Company Wurm + Köck in Passau (1990–1999). Furthermore, he was teaching tourism related courses at the University of Applied Sciences Deggendorf, University of Applied Sciences Munich, as well as University of Passau. Tourism in Linz has followed new paths since the European Capital of Culture 2009. Projects of Linz09 have been further developed for an authentic city experience and a successful urban and cultural tourism concept has been developed. Georg Steiner sees himself as a translator of cultural projects and shows how culture and tourism can be presented in a new quality. Among other things, he realized transnational and international EU projects.



| Panelist

Mr. Miguel SANZ

Director, Madrid Destino Tourism Department,
Madrid City Council, Spain

Director of the Madrid Destino Tourism Department, Madrid City Council Miguel Sanz Castedo graduated with a degree in Business Studies in the United Kingdom, where he also completed an MSc in Politics and Economics in Latin America at the London School of Economics. He has lived and worked in various countries in Europe, the USA and Latin America. Over the course of his professional career in Spain he has worked on a range of cultural communication and marketing projects, such as the first MediaLab team in Madrid. He served as Director of Madrid Tourism Marketing and Promotion for the Community of Madrid and Director of Marketing and Partnership at Madrid Destino (Madrid City Council) before being appointed Director of the Tourism Department.



Panelist |

Mr. YAN Han

Deputy Secretary General, World Tourism Cities Federation
(WTCF)

Mr. Yan Han is one of WTCF's co-founders. He studied international politics at the School of International Studies, Peking University from 2003 and 2008, and received a master's degree in law. He pays continuous attention to and looks into international non-governmental organizations and cross-cultural communication, and maintains good communication with the international tourism cities and institutions that are members of WTCF. He was the chief organizer of the Inaugural Conference of WTCF and the WTCF Fragrant Hills Tourism Summit from 2012 to 2018. In 2013, he hosted the Roundtable on "Sustainable Urban Development and Tourism" at the Headquarters of the UN. In 2014, he was invited to serve on the board of directors of the Chinese Association for International Understanding. Mr. Yan Han was invited by UNWTO to organize the City Tourism Performance Research project, and conducted analysis on 15 representative cities in the world. In December 2017, he oversaw the publication of the Report of the UNWTO/WTCF City Tourism Performance Research.



Panelist |

Mr. MIZOHATA Hiroshi

President of Osaka Convention & Tourism Bureau, Japan

Hiroshi Mizohata graduated Tokyo University with a bachelor's degree in Faculty of Law in 1985. After graduation, he started his career at Ministry of Home Affairs. In April 2002, he was appointed as a director in Planning & Cultural Promotion of Oita Prefectural Government. In the same year, he was in charge of the President of Oita Football Club Co., Ltd. He also worked as a commissioner for Japan tourism Agency. In 2012, he held several roles as a Special Advisor to the Cabinet, Osaka Prefectural Government, and Kyoto Prefectural government. He currently serves as a president of Osaka Convention & Tourism Bureau since 2005.



| Panelist

Mr. Hamdan ABDUL MAJEED

Managing Director, Think City, Malaysia

Hamdan Abdul Majeed is the Managing Director of Think City. Until recently, he was also a Director at Khazanah Nasional Berhad (KNB), the investment arm of the Malaysian government where he led KNB's regional office in the Northern Region of Malaysia with a mandate to seek out strategic investment opportunities to catalyze growth and development in that region. Prior to joining Khazanah, he was an Investment Analyst with HSBC Securities and then a founder member and director of Bumiwerks Capital Management, where he was involved extensively in debt capital markets advisory specialising in structured finance, project finance and advisory. He holds a degree in Economics and Management from University of London. In 2012, he was awarded the Eisenhower fellowship as a young leader for his work on urban development and leadership on cities. In 2014, he was recognized by World Cities Summit as young leader on urban development and city transformation.



| Panelist

Mr. Peter DEBRINE

Senior Project Officer, UNESCO

Mr. Debrine joined UNESCO in 2011 to coordinate the World Heritage and Sustainable Tourism Programme, providing a global framework for finding coordinated sustainable tourism solutions for heritage conservation and local community development. As a Senior Project Officer he spearheads the implementation of the overall programme activities. Previously he was the Director of the World Heritage Alliance at the United Nations Foundation. With extensive experience in sustainable development and tourism, he held the position of Deputy Director of the International Tourism Partnership for the Prince of Wales International Business Leaders Forum where he worked with major hotel companies to create practical sustainability strategies and tools for the tourism industry. Formerly, he worked as a Forestry Officer for the UN Food and Agriculture Organization. This builds on his many years as an environmental campaigner for WWF working on sustainable tourism issues in the US and Europe.

Presentation of UNWTO Report: Overtourism? Understanding and managing urban tourism growth beyond perceptions in Urban Destinations

Presentation of UNWTO Report |

Ms. Sandra CARVAO

Chief, Tourism Market Intelligence and Competitiveness,
UNWTO



Sandra Carvão is Chief of Tourism Market Intelligence and Competitiveness at the World Tourism Organization since June 2018. Before that, she was Chief of Communications and Publications for 8 years until May 2018 where she was responsible for UNWTO's strategic positioning. Prior to this post, Sandra was Deputy Chief at UNWTO's Market Trends, Competitiveness and Trade in Tourism Services Department between 2007 and 2010. During this period, Sandra coordinated the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008–2009 on tourism. Prior to joining UNWTO in 2003, Sandra held a position as market manager in the Portuguese National Tourist Office in Lisbon. Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.

Presentation of UNWTO Report |

Dr. Ko KOENS

Associate Professor of Breda University of Applied Sciences and
Centre of Expertise Leisure, Tourism and Hospitality (CELTH),
Netherlands



Ko Koens is a senior lecturer at Breda University of Applied Sciences, the Netherlands and the Dutch Centre of Expertise Leisure Tourism and hospitality (CELTH). He also is a research fellow at the School of Tourism and Hospitality, University of Johannesburg, South Africa. His main fields of interest are sustainable urban tourism, visitor pressure, slum tourism, city hospitality and sustainable destination management. Ko Koens is editor of the books "Slum Tourism: Poverty, Power and Ethics" and "Tourism and Geographies of Inequality: The New Global Slumming Phenomenon". In his work Ko Koens aims to connect tourism to the local context through participatory engagement and by stimulating discussion and deep reflections among key stakeholders (e.g. using gamification).



| Presentation of UNWTO Report

Dr. Albert POSTMA

Professor of NHL Stenden University of Applied Sciences and Centre of Expertise Leisure, Tourism and Hospitality (CELTH), Netherlands

Albert Postma is head of the research programme of the European Tourism Futures Institute at NHL Stenden University. His focus is on strategic foresight and scenario planning. This way he aims to prepare the tourism and leisure industry for future societal developments. He also integrates this approach in the curriculum of the undergraduate programmes of Leisure Management and Tourism Management at NHL Stenden University. Albert is a respected speaker at business and academic conferences across Europe and beyond. He is co-editor of the book *The Future of European Tourism* and the *Journal of Tourism Futures*. Albert is an expert in futurology, strategic foresight, scenario planning and in residents' perspectives towards tourism. He focused his PhD thesis on this topic (2013) and authored dozens of research articles and project reports related to these areas of expertise. He is a skilled moderator of creative sessions with representatives in the leisure and tourism industry. He is also well-known course leader on strategic foresight and scenario planning in tourism for businesses and universities.

Session 4. Fair and Inclusive Tourism: Building cities for all

Moderator |

Prof. Lieve COPPIN

Dean of the Faculty of Hospitality and Food Management,
Le Cordon Bleu University, Lima, Peru



Lieve Coppin is a professional with extensive knowledge and experience in sustainable tourism, planning, marketing and local development. Recently she has been appointed as Dean of the Faculty of Hospitality and Food Management at Le Cordon Bleu University in Lima. Lieve holds postgraduate qualifications in tourism planning and marketing from universities in the United Kingdom, Venezuela, France and Peru. She obtained her initial degree in Social and Political Sciences at the Catholic University of Leuven in Belgium (KU Leuven). For the past three decades she lived and worked in Latin America and the Caribbean, providing advice and technical assistance to government and non-governmental agencies, local communities and the private sector. One of her key strengths consists in developing innovative products focused on future market needs while increasing sustainability. She has delivered this largely through ecotourism and community tourism, but is also experienced in making mainstream tourism more responsible. Currently she is visiting lecturer at selected master's programs in Peru, Spain and Belgium in the area of marketing, innovation, destination management and social responsibility.

Setting the Scene |

Mr. NA Hywoo

Chair of Seoul International Fair & Sustainable Tourism Forum
Organizing Committee & CEO of Good Travel



Hywoo Na is the chair of the Organizing Committee of Seoul International Fair and Sustainable Tourism Forum and the CEO of Good Travel, a fair travel company that designs fair tourism contents and offers fair travel products. He has contributed to international development cooperation in numerous ways since 1990. He worked as a director of HABITAT International Coalition (HIC) and he was the chairperson of Steering Committee of Asian Bridge, a non-governmental organization founded in the Philippines jointly by Korean Civil Society Organizations. Also, he served first chairman of the board of The Korea Association for Sustainable Tourism (KAST). He has been consulting for domestic and international travel and working as a columnist for travel.



| Panelist

Dr. RHEE Jae-sung

President & CEO, Seoul Tourism Organization,
Republic of Korea

Jae-sung Rhee received his Ph.D. in Tourism from Kyunghee University. He is an expert in tourism with a lot of practical experience, professionalism and a global perspective. He has been striving for the sustainable development of tourism in Korea through serving several positions such as support committee of international conference industry of Seoul Metropolitan Government and panel of judge of Ministry of Culture, Sports and Tourism's international conference. He is leading the Seoul Tourism Organization which has organized 'Seoul International Fair & Sustainable Tourism Forum 2018' since 2016 and he is striving to create a fair and sustainable Seoul through value tourism.



| Panelist

Mr. Enver DUMINY

CEO, Cape Town Tourism, South Africa

Enver Duminy acquired his B.Sc. Degree in Computer Science and Mathematical Statistics from the University of the Western Cape in South Africa and is currently studying MBA through the Management College of South Africa. In January 2010, Duminy joined Cape Town Tourism as the Executive Manager of Tourism Services whereafter he was appointed as CEO in August 2013. Duminy has been involved in various ground-breaking tourism projects. Duminy's current focus as CEO of Cape Town Tourism is to work alongside his team and the stakeholders of Cape Town Tourism (including more than a thousand signed-up members), to find ways to address seasonality in Cape Town by combining innovation and agility. He is passionate about Cape Town, not only because it is his home town, but because of its blend of natural beauty, interesting history and diverse cultures. His vision is to peel back the layers that make Cape Town what it is today – a thriving metropolis at the tipping point of the African continent, recognised as a global challenger through tourism.



| Panelist

Mr. Nico MULDER

Marketing Strategy Manager, Amsterdam Marketing,
Netherlands

Nico Mulder is, since 2009, one of the key players in the successful city branding and-marketing case of I Amsterdam, a visible translation of the Amsterdam DNA. Currently, Nico is responsible for marketing strategy at Amsterdam Marketing (the city marketing organization of the Amsterdam Metropolitan Area). Nico is the initiator of many city branding and -marketing projects, one of them called '180 Amsterdammers', as a creative expression of the inclusiveness of the city. He developed various successful campaigns receiving awards, including the 'UNWTO Ulysses Award'. Recently he was the marketing lead for the 'Enjoy & Respect' campaign, setting more awareness amongst visitors about what is and isn't allowed in Amsterdam. Nico is a member of (international) strategical think tanks for culture, tourism and city marketing, which are primary sources for the latest urban developments and viewpoints from visitors and local residents. Nico exchanges his knowledge and experiences with cities abroad, such as New York, Barcelona, Casablanca, Athens and Reykjavik.



| Panelist

Mr. Giovanni Andrea MARTINI

President of Municipality of Venice, Italy

Giovanni Martini graduated with a thesis of Roman Epigraphy, published in the Proceedings of the Veneto Institute of Literature and Arts Sciences, and the Faculty of Classical Literature at the University of Ca' Foscari in Venice. He also taught at the «Guggenheim» artistic high school in Venice. In 2015 he was elected President of the Municipality of Venice. He organized and participated in various conferences on tourism and solution hypotheses, such as «Tourism limits» of 2016. He published the book «Venice, the colors of history». He collaborated with the IUAV in the master of June 2018 «NEW FORMS OF LIVING, WORKPLACE AND GREEN SPACES FOR VENICE – Ideas and projects for the sustainable urban regeneration of the area along the «Scomenzera» canal.



| Panelist

Mr. Sergi MARÍ

Manager of Tourism, Commerce and Markets,
Barcelona City Council, Spain

Sergi Marí has been Tourism, commerce and markets manager at the Barcelona City Council since July 2017. He is from Maó, Menorca and has a degree in economics and business studies at the Universitat Autònoma de Barcelona. He has a broad professional career. He had been professor at the Applied economics area in Universitat Autònoma de Barcelona, as well as at the Universitat de les Illes Balears. Currently, he is associate professor at the department of economics and finance in the Universitat Pompeu Fabra. He worked as economic adviser to the Insular Council of Menorca (1988–89) and as an inspector of the city council of Maó (1996–2000). Between 1995–1996 he was Councillor of the City Council of Maó. Between 1990–1993 he was chief administrator at the European Parliament and adviser of the Committee on Regional Policy and territorial planning. For 15 years (2000–2015) he was the Director of the Socio-environmental Observatory of Menorca, agency of the Minorcan Institute of Studies, at the service of the Biosphere Reserve of Menorca (UNESCO declaration).

Tour Programme

Session-related Tour Programme | 18 September 2018

| Future Vision Tour

- **DDP:** The newest and most iconic landmark of the Korean design industry
- **Seoul Sky:** The tower symbolizes the meeting of the modern with the traditional, nature and cutting edge technology. Soaring 555m into the air; with 123 stories, Seoul Sky is Korea's tallest observation deck (at 500m).



DDP



Seoul Sky

| Smart Future Tour

- **Samsung d'light:** Global exhibition space to experience the future of technology and services.
- **TOPIS:** The general transport control center responsible for operating and managing Seoul's overall traffic.



Samsung D'light



TOPIS

| Seoul Regeneration Tour

- **Seoullo7017:** An elevated sky garden that is a popular walking destination and tourist spot in the center of Seoul
- **Mapo Oil Tank Culture Park:** A park and cultural complex located in Mapo-gu, Seoul. The park was originally an oil depot.



Seoullo7017



Mapo Oil Tank Culture Park

| Seoul Fair & Sustainable Tourism Village Tour

- **Seoul Forest:** Seoul Forest Park is the first one which is established and managed by citizen group as a public-private partnership.

- **The Picker:** The Picker sells eco-friendly grocery that does not contain harmful packaging such as plastic and vinyl. It is a grocerant* store that uses these ingredients directly to provide healthy food. (*Grocerant is a compound word of grocery and restaurant)
- **Oneusalon:** Oneusalon is cafe & library where changemakers who want to change the world positively interact with one another.
- **The Fair Story:** A Fairtrade company that finds and introduces products of the producers who realize the value of Fairtrade among the underdeveloped country.
- **Africa Insight:** Africa Insight is the NGOs supporting African social entrepreneur. They sell products of African design and local imported goods.
- **Sonyeobangatgan:** It offers Korean food cooked with ingredients such as rice, vegetables through fresh agricultural distribution.
- **Marymond:** A lifestyle brand that tells the dignity of people living in our society, especially focused on comfort women of World War II and abused children.



Seongdong-gu



Seoul Forest

Special Tour Programme | 19 September 2018

| Panmunjom(JSA) + DMZ Tour

- **Joint Security Area (JSA):** The place where historical signing of the Armistice Agreement took place between Communist forces and the United Nations Command (UNC) in 1953
- **Imjingak:** Located 7 km from the Military Demarcation Line
- **Unification Bridge:** The bridge is more like a symbolic bridge built back in 1998, wishing unification between two nations.
- **DMZ Theater:** Displays leaflets used during the 6.25 Korean Civil War, military letters, and three-dimensional moving pictures
- **Dora Observatory:** Overlook the Democratic People's Republic of Korea and various locations including Gaeseong, Songaksan, Kim Il-Sung Statue, and Cooperation Farm
- **Dorasan Station:** The northernmost stop on the Republic of Korea's railway line



Joint Security Area(JSA)



Imjingak



DMZ Theater



Dora Observatory

Special Programme

Special Session on Fair & Sustainable Tourism

* 2018 Seoul International Fair & Sustainable Tourism Forum

Dates. 15:00 – 16:30, 18 September 2018

Venue. Dynasty Hall 1+2, The Shilla Seoul

Hosted, Organized, Supported by.



Participants. 99 Participants

* Invited Speakers, Regional Tourism Officials, Village Tour Organizations and tourism Experts, etc.

Theme. Over tourism to Fair tourism : Tourism for Life, Sustainable City

Topics for Group Discussion.

1. Transforming tourism : Over tourism to Fair tourism
2. Transforming tourism : Sustainable tourism to Sustainable life
3. Transforming tourism : Promotion to Management

UNWTO Global Youth Summit on Urban Tourism

The opportunity for the youth to gain a global perspective regarding tourism industry, engage and contribute to a future vision of urban tourism

Dates. 14:50 – 18:00, 18 September 2018

Venue. Dynasty Hall 3, The Shilla Seoul

Organized by.



Supported by. AIR SEOUL

Participants. Global youth(College student) who has interest in tourism industry

Discussion Theme.

Session1. Competitiveness in urban tourism

[Suggest tourism competitiveness and development Strategies of Seoul.]

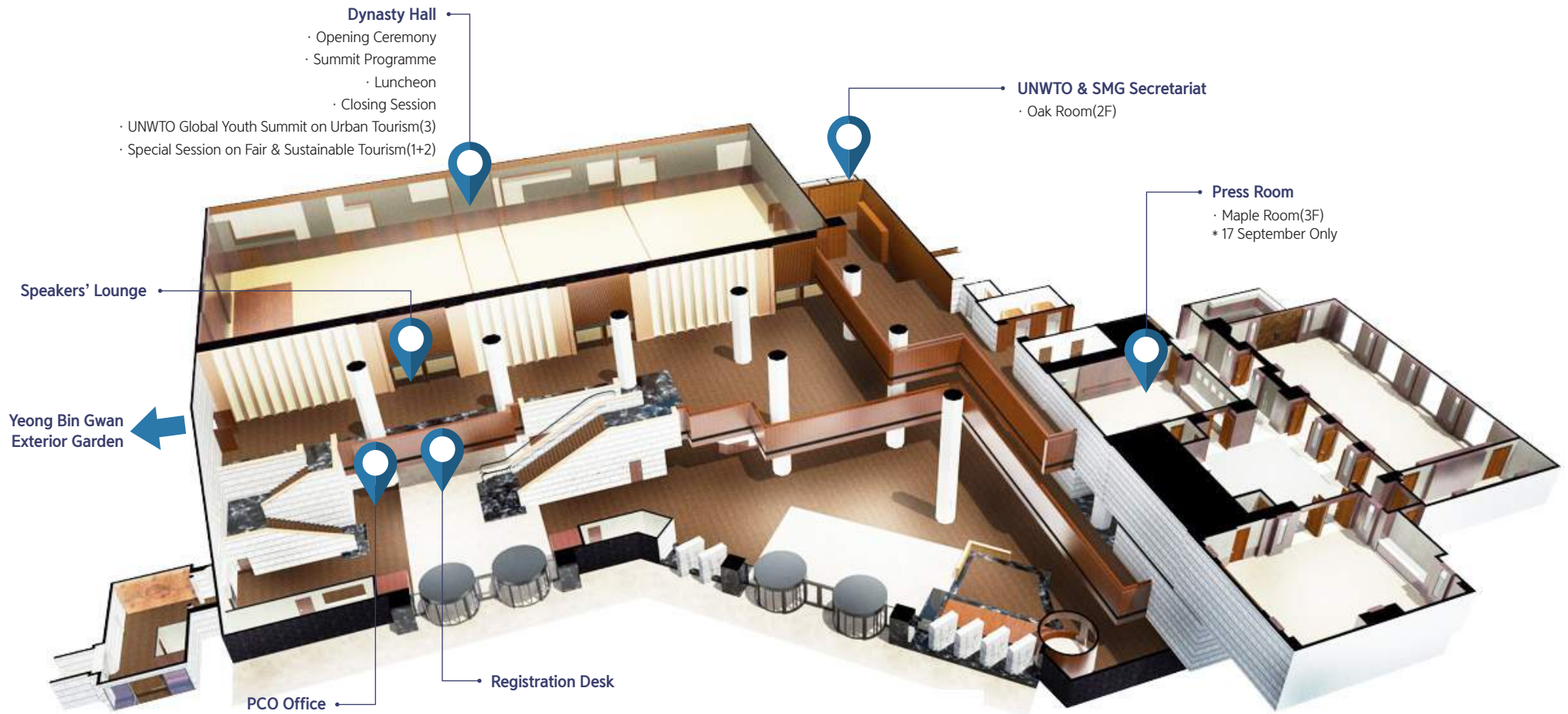
Session2. Urban tourism and sustainable development

[Suggest the urban tourism strategies for sustainable development.]

Awards. Excellent panel teams will be awarded by Mayor of Seoul and Secretary-General of UNWTO

Function Room Layout

Floor Plan



Korea at a Glance

A Arrival / Entry

Customs Allowances

All visitors who enter the Republic of Korea must submit a written baggage declaration to a customs officer upon entry. If a passenger declares non-duty free articles voluntarily, the declared amount will be accepted and the clearance procedure will be expedited, unless the declared price of articles is questionable. More information about customs allowances and currency regulation can be found at the website below.

Duty Free Allowance

For items that are taxable, US \$600 per capita from the total dutiable value shall be exempted from imposition of duty tax. Additional duty free exemptions are: 1 bottle of liquor (less than 1 liter, not over US \$400), 1 carton of cigarettes (200 cigarettes, 50 cigars or 250 grams of tobacco) and 2 ounces of perfume (about 60ml). For amounts that exceed the duty exemption, duty on the amount over will be charged per capita. Also, the liquor and cigarette exemptions are only permitted for those over 19 years of age.

1330 Republic of Korea Travel Hotline

+82-2-1330 (Korean, English, Japanese, Chinese)

B Banks and Foreign Exchange Offices

Banks are open from 09:00 to 16:00 on weekdays. They are closed on Saturdays and Sundays. Major currencies and traveler's cheques can be exchanged into Korean Won(₩) at the airport, hotels, and at all Korean banks. Credit cards (e.g. Visa, MasterCard, American Express, and Diners Club) are widely accepted.

C Cash Machine/ATM

Users of overseas credit cards should use an ATM with a 'Global' sign or the logo of your card company. The operating hours of an ATM are usually between 08:00 to 23:00. ATMs are located at major stations, airports and convenience stores.

Climate

The Republic of Korea is geographically situated in a temperate climate zone at medium latitude. As a result, it has four distinct seasons. September is in the autumn season with the daytime being warm, but cool in the morning and evening. The average temperature in Seoul in September is warm at 20.6 Celsius or 69 Fahrenheit. Overnight temperatures are generally very mild, with an average low of 16 Celsius or 60.8 Fahrenheit. To find the current weather in Seoul, please visit: <http://english.visitseoul.net/weather>

Credit Cards

Most hotels, restaurants, shops and taxis accept major credit cards (Visa, MasterCard and American Express). An identification card might be required upon payment. Though credit cards are widely accepted in the Republic of Korea, it is recommended to have some cash on hand.

Currency

The currency in the Republic of Korea is Won(₩). Dominations for coins are 10, 50, 100, and 500, and for banknotes, 1,000, 5,000, 10,000, and 50,000. For higher denominations, cashier's checks are used. Please refer to www.xe.com/currencyconverter for exchange rates.



E Electricity



The standard voltage in the Republic of Korea is 220 volts. Outlets have two round holes, as in France, Germany, Australia, Greece, Turkey, and many other countries. You might need a multi-voltage adaptor.

F Food and Beverage

The Shilla Seoul

Name	Location	Operating Hours
Palsun (Chinese)	2F	Lunch: 12:00–14:30 / Dinner: 18:00–22:00
Ariake (Japanese)	2F	Lunch: 12:00–14:30 / Dinner: 18:00–22:00
Continental (French)	23F	Lunch: 12:00–14:30 / Dinner: 18:00–22:00
La Yeon (Korean)	23F	Lunch: 12:00–14:30 / Dinner: 18:00–22:00
The Parkview (Buffet)	1F	05:30–23:00
The Library (Lounge&Bar)	1F	08:00–02:00
Pastry Boutique (Bakery)	1F	07:00–22:00

* Payments are accepted in Korean Won and credit cards.

* Opening hours are subject to change.

I Internet

Free Wi-Fi service is available in lobbies and rooms of hotels.

M Medical Care

Many large and general hospitals in the Republic of Korea offer top-notch medical services to both Koreans and international visitors with added enhancement facilities, such as International healthcare centers. The staffs at the centers are not only medical experts but also fluent in foreign languages, enabling simultaneous interpretation, which is especially helpful to customers from all over the world.

[Kangbuk Samsung Hospital](#) : +82-2-2001-5100, 5120

[Inje University Paik Hospital](#) : +82-2-2270-0500

Mobile Phone

CDMA cellular systems are widely used in the Republic of Korea. SK Telecom and KT provide a SIM card roaming service to allow you to use your GSM subscription in the Republic of Korea. At the International Airport you can rent a special CDMA cellular phone which accepts your SIM card.

S Smoking

Smoking is illegal and strictly prohibited in public places. Anyone caught smoking must pay a fine of 100,000 won in smoke-free areas.

Safety & Security

Some tourists worry about traveling to the Republic of Korea due to the current relation between the Democratic People's Republic of Korea and the Republic of Korea, but those who have actually been to the Republic of Korea are very satisfied. With crime rates lower than the OECD average, the Republic of Korea (generally Korea) is safe even at night. The Foreign Affairs, Trade and Development Canada provides through their website a country-specific travel advice and advisories map that shows the Republic of Korea at the highest level of safety.

[Republic of Korea Travel Hotline](#) : 1330

[Emergency Call](#) : 119

[National Police Call](#) : 112

T Taxi

In the Republic of Korea, there are many clean and safe taxis. They can be found at taxi stands in most busy city areas or hailed on the streets. There are also call taxis that can be requested by phone. Phone inquiries can be made to the International Taxi Call Center (+82-2-1644-2255).

Time Difference

Seoul is 9 hours ahead of GMT (standard time).

Tipping

A 10% service charge could be added to your bill at all tourist hotels. You don't need to additional tip for service at hotel. It is also not necessary to tip a taxi driver unless he or she assists you with luggage or provides an extra service.

U Useful Numbers

Country code for the ROK	+82
Area code for Seoul	02 <small>when calling from abroad, omit "0" and just press "2"</small>
Republic of Korea Travel Hotline 24-hour tourist information and complaint report	1330
Seoul Dasan Call Center general information	120
National Rescue Services fire, natural disasters, medical emergency, etc.	119
Korean National Police crime report	112
Weather Call Center weather forecast	Area Code + 131
Immigration Contact Center immigration information for foreigners	1345
BBB Korea 24-hour free interpretation service	1588-5644

Contact Information

► Contact of the Organizing Coordinators

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<https://story.kakao.com/ch/seoul>

