

**Organized by:**



World Tourism Organization



China National Tourism Administration

## **5<sup>TH</sup> INTERNATIONAL CONFERENCE ON DESTINATION MANAGEMENT**

**“WEATHERING THE STORM OF GLOBAL RECESSION: THE  
CHALLENGE FOR DESTINATION MANAGEMENT”**

**21-22 SEPTEMBER 2009**

Zhejiang Narada Grand Hotel  
Grand Ballroom  
122 Shuguang Road, Hangzhou  
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HANGZHOU, CHINA

**with the cooperation of:**



People's Municipal Government of Hangzhou



Pacific Asia Travel Association

## PRELIMINARY PROGRAMME

**21 September, Monday**

08:00 - 09:00 Registration

<b>09:00 - 09:30</b>	<b>Opening Ceremony</b> Welcome Remarks: - Mayor of the People's Municipal Government of Hangzhou Congratulatory Remarks by: - President & CEO of the Pacific Asia Travel Association (PATA) - Opening Remarks by: Secretary General a. i. UNWTO - Opening Remarks by: Chairman of the China National Tourism Administration (CNTA)	- Cai Qi  - Gregory A. Duffell  - Taleb Rifai  - Shao Qiwei
<b>09:30 - 11:00</b>	<b>Session 1: Global Economic Crisis and its Impact on Destinations</b>	
	Introduction by Moderator:	
	Keynote Presentation by Egypt	-Hisham Zaazou, First Assistant to the Minister of Tourism
	Keynote Presentation "The Global Impact"	- Roger Carter, UNWTO Consultant
	Presentation "The Impact on Asia and Pacific"	- John Koldowski, Director, Strategic Intelligence Centre, PATA
	Presentation by China	
<b>11:00 - 11:15</b>	<b>Q &amp; A</b>	
<b>11:15 - 11:30</b>	<b>Coffee Break</b>	
<b>11:30 - 12:10</b>	<b>Session 1: Global Economic Crisis and its Impact on Destinations (continues)</b>	<b>Moderator:</b>
	Panellist: <i>The Destination Perspective</i> - Hangzhou, China - Tourism of Catalonia, Spain  - Thailand - Representative from South Pacific region	- Ignacio de Delás, Director
<b>12:10 - 12:25</b>	<b>Q &amp; A</b>	
<b>12:30 - 14:00</b>	<b>Lunch</b>	
<b>14:00 - 14:45</b>	<b>Session 1: Global Economic Crisis and its Impact on Destinations (continues)</b>	
	Panellist: <i>The Industry Perspective</i> - IFTO ( International Federation of Tour Operators) - Air China - ACCOR - China International Travel Service Limited (CITS)	- Jürgen Bachmann, Secretary-General of CETO

14:45 – 15:00	Q & A	
15:00 - 16:20	<b>Session 2: Successful Marketing during an Economic Downturn</b>	
	Introduction by Moderator	
	Presentation I “Destination Marketing during Economic Recession- Refocusing and Innovation”	- <b>Alastair Morrison</b> , President, Belle Tourism International
	Presentation II “Improving your Market Intelligence and Evaluation”	- <b>Geoff Buckley</b> , Managing Director, Tourism Australia
	Presentation III “Case of India”	
	Presentation IV “Case of Singapore”	
	Presentation V “Case of Hong Kong, China”	
16:20 - 16:35	Q & A	
16:35 - 16:50	Coffee/Tea Break	
16:50 - 17:30	<b>Using Social Media and User Generated Content</b>  <u>Panellists:</u> - Representative from Bali, Indonesia - Travel Impact Newswire  - Trip Advisor	Moderator: <b>Roger Carter</b> , UNWTO Consultant          <b>- Imtiaz Muqbil</b> , Executive Editor <b>- Hao Wu</b> , General Manager, China
18:30	<b>Welcome Dinner hosted by the government of Hangzhou</b>	

## 22 September, Tuesday

09:00 – 10:30	<b>Session 3: Creating Opportunities</b>	
	Introduction by Moderator:	
	Presentation I “ Innovation in product Development” - European Cities Marketing  - Tourism Malaysia  - International Medical Travel Association	- <b>Hans Dominicus</b> , Director of Marketing and Development, Amsterdam Tourism and Convention Board          <b>- Victor Wee</b> , Chairman of Tourism Malaysia          <b>- Ruben Toral</b> , President, International Medical Travel Association; CEO, Mednet Asia and Founder
	Presentation II “Keeping the Agenda Green” - National Geographic Society	- <b>Jonathan B. Tourtellot</b> , Director, Sustainable Destinations

	- KCTI, Republic of Korea - Atmosfair	
<b>10:30 – 10:45</b>	<b>Q &amp; A</b>	
<b>10:45 - 11:00</b>	<b>Coffee/Tea Break</b>	
<b>11:00 – 11:30</b>	<b>Presentation III “Improving Destination Quality</b>  Case of France	- <b>Frédéric. Pierret</b> , Former Director of Tourism, France
	“Best Tourism City” – The case of Hangzhou	
<b>11:30 – 11:45</b>	<b>Q &amp; A</b>	
<b>11:45 – 12:05</b>	<b>Closing Ceremony</b>	
	Conclusions	- <b>Roger Carter</b> , UNWTO Consultant
	Closing Remarks	
<b>12:10 – 13:00</b>	<b>Lunch</b>	
<b>13:00 – 16:30</b>	<b><i>Join PATA Delegates for Complimentary Tours courtesy of Hangzhou Tourism Commission (Classic Tour or New Image of Hangzhou</i></b>	
<b>19:30 – 22:00</b>	<b><i>Join PATA Travel Mart 2009 Welcome Dinner Reception Hosted By Hangzhou People’s Municipal Government</i></b>	