

7th GTI NEA Tourism Forum 3-4 August, 2018, Hunchun, Jilin Province, China Hongju International Hotel	
General Plan	
August 2nd	Arrival of participants
August 3rd	7th GTI NEA Tourism Forum
August 4th	Training on Marketing of Tourism Destinations and Tourism Planning & UNWTO Workshop for Tour Operators
August 5th	Post Tour/ Departure of participants

Draft Program

Theme: Corresponding to “The Belt and Road Initiative”, Developing Multi-Destination Tourism to Build Northeast Asia Tourism Community	
3rd August	
8:30 – 8:50	Registration and Pre-Meeting (for Heads of Delegations, 2nd Floor of Hongju Hotel)
8:50 – 9:00	Pre-Meeting Group photo(for heads of Delegations)
9:00 – 9:40	Opening Session
	Welcoming Speech <ul style="list-style-type: none"> - <i>Mr. Gao Yulong, Director, Municipal Committee of CPC of Hunchun City</i> Opening Remarks <ul style="list-style-type: none"> - <i>Mr. Jiang Zhiying, Member of Jinlin Provincial Committee, Director of Municipal Committee of CPC of Jilin Provincial Yanbian Korean Autonomous Prefecture</i> - <i>Mr. Chen Shoujun, Deputy Director, Tourism Development Commission of Jilin Province</i> - <i>Mr. Tuguldur Baajikhuu, Director, UNDP/GTI Secretariat</i> - <i>Ms. Vanessa Satur, Programme Manager, World Tourism Organization UNWTO</i>
9:40 – 10:40	Session 1: Cross-Border Multi-Destination Tourism Development in NEA
	<p><i>In the context of global economic integration, the development of cross-border multi-destination tourism in Northeast Asia is one of the key components of regional development initiatives of GTI member counties</i></p> <p>Key-note speech by:</p> <ul style="list-style-type: none"> - <i>Ms. Vanessa Satur, Programme Manager, World Tourism Organization UNWTO</i> <p>Presentations by:</p> <ul style="list-style-type: none"> - <i>Mr. Sergey Khidirov, Programme Officer, UNDP/GTI Secretariat</i> - <i>Mr. Florian Miss, Programme Manager, Deutsche Gesellschaft für Internationale</i>

	<p><i>Zusammenarbeit (GIZ) GmbH</i></p> <ul style="list-style-type: none"> - <i>Mr. Zeng Bowei, Director of Tourism Economics and Policy Research Center, Beijing Union University</i> - <i>Ms. Nadezhda Udovenko, Head of Division, Department of Tourism of Primorsky Territory</i>
10:40 – 11:00	Coffee Break
11:00 – 12:30	Session 2: Multi-Destination Tourism Products in NEA. Best Practices and Suggestions for the Future
	<p>Representatives from government, academia and business will share best practices and cases for multi-destination travel routes</p> <ul style="list-style-type: none"> - <i>Mr. Wei Xiang, Associate professor, Institute of Financial Strategy, Chinese Academy of Social Sciences</i> - <i>Mr. Jens Thraenhardt, Executive Director, Mekong Tourism Coordination Office (MTCO)</i> - <i>Mr. Patrick Fritz, Technical Coordinator, Silk Road Programme, UNWTO</i> - <i>Mr. Duuren Tumenjargal, Advisor to the Minister, Ministry of Environment and Tourism of Mongolia</i> - <i>Ms. Daria Guseva, Director, Tourist Information Center of Primorsky Territory</i> - <i>Mr. Oleg Korotkikh, Head of Division for Tourism and International Cooperation, Khasan Municipal District Administration, Primorsky Territory</i> <p>Development of New Multi-Destination Routes</p> <ul style="list-style-type: none"> - <i>Mr. Jiang Yingmin, General Manager, Yanji Airport Company</i>
12:30 – 14:00	Lunch
14:00 – 14:20	Session 3: Development and Promotion of International Sea Routes in Northeast Asia
	<p>Representatives from government, academia and private sector will elaborate on the strategies, policies and concrete proposals for the development of sea tourism routes in Northeast Asia.</p> <ul style="list-style-type: none"> - <i>Ms. Choi Minza, Professor, Political and Diplomatic Department, Sungshin University of Korea</i> - <i>Ms. Elena Flintyuk, Vice CEO, “Vladivostok Sea Terminal”</i>
14:20-14:50	Session 4: The Effective Transformation and Implementation of the Academic Achievements
	<p>Representatives from academia will share their ideas on how to transform the academic achievements of the NEA Tourism Forum into intellectual support for the realization of the multi-destination tourism community concept in Northeast Asia</p> <ul style="list-style-type: none"> - <i>Mr. Amartuvshin Dorjsuren, Senior Lecturer, National University of Mongolia</i> - <i>Ms. Galina Gomilevskaja, Director of Institute of Tourism and Hospitality, Vladivostok State University of Economics and Service</i>
14:50 – 15:10	Coffee Break
15:10 – 16:10	Session 5: Cross-Border Self-driving Tourism

	<p>Representatives from member states will share their experiences and present project ideas and initiatives for self-driving cross-border tourism development in Northeast Asia</p> <ul style="list-style-type: none"> - Ms. Meng Fanchun, Director of the Exit and Entry Administration Department of Jilin Provincial Public Security Bureau - Mr. Wu Wei, General Manager of Yanbian Far East International Tourism Co., Ltd. - Ms. Cui Yuanyu, General Manager of Changchun Culture International Travel Service Co., Ltd. - Ms. Xu Renshu, General Manager of Yanbian Holiday International Travel Service Co., Ltd.
16:10 – 16:30	Closing session
	<p>Closing Remarks:</p> <ul style="list-style-type: none"> - Mr. Wu Xianzhe, Member of the Standing Committee, Vice Mayor, Hunchun Municipal Government
17:00 – 19:00	Welcome Dinner
	<i>Hongju Multi-functional Business Center</i>
19:00 – 21:00	Participation in the Opening Ceremony of the 2018 Northeast Asian Cultural Tourism Food Festival
	<p><i>19:00 Meet at Hongju Multi-functional Business Center and transfer to the Food Festival by bus</i></p> <p><i>19:30-20:30 Participation in the Opening Ceremony of the 2018 NEA Food Festival and watch performances</i></p> <p><i>20:30-21:00 Free time for the participants at the 2018 NEA Food Festival</i></p>

Training on Marketing of Tourism Destinations and Tourism Planning & UNWTO's Workshop for Tour Operators	
4th August	
9:00-16:30	<p>Training on Marketing of Tourism Destinations and Tourism Planning</p> <ul style="list-style-type: none"> - by Ms. Anne Maria Mäkelä, UNWTO Marketing Expert <ul style="list-style-type: none"> • Definition of Marketing • Marketing Mix – 5Ps: Product, Price, Place, Promotion, People • Multi-Destination Product through Case Examples & Product Assessment • Challenges for Multi-Destination Products <p><i>Five Steps to Markets: i) Identify product benefits (product values); ii) identify your target audience (target market segments); iii) Create offers (branding, promotion); iv) Capture leads; v) Convert to Sales</i></p>

	<ul style="list-style-type: none"> • <i>Summary of a Marketing Plan</i>
16:30–18:00	UNWTO Workshop “ UNWTO’s Silk Road Initiative, and the opportunities of transnational route development ”
	<ul style="list-style-type: none"> - <i>by Mr. Patrick Fritz, Technical Coordinator, Silk Road Programme, UNWTO</i> • <i>Global Perspective</i> <ul style="list-style-type: none"> ○ Latest tourism figures and trends shaping the tourism industry ○ Global shifts explaining the rise of concepts such as the Silk Road • <i>Developing transnational tourism projects</i> <ul style="list-style-type: none"> ○ Management tools and requirements ○ What is needed from a public and private sector perspective? ○ Case-studies: the Western Silk Road and the Maritime Silk Road • <i>Introduction to best-practice examples applicable to the GTI region</i> <ul style="list-style-type: none"> ○ Tourism and heritage guides training ○ Developing tourism intelligence ○ Tour Operators and global tourism fairs: what to expect and what to prepare for? • <i>Speed-networking session</i>
18:00-19:00	Dinner (Hongju International Hotel)

Technical Tour around Hunchun	
5th August (half day)	
08:30-11:20	<i>Visit to Northeast Asia Cultural Park, Fangchuan Scenic Zone (Meet at the gate of Hongju International Hotel, leave together by bus)</i>
11:30	<i>Lunch</i>
12:30	<i>Return to the Hongju International Hotel</i>