

**The 19<sup>th</sup> UN Tourism/PATA Forum on  
Tourism Trends and Outlook**  
“Synergy in Motion: Charting New Frontiers for a  
Resilient, Sustainable, and Smart Tourism Ecosystem”

**September 18-20, 2025, Guilin, China**

**Preliminary Programme**

*(as of 18 September 2025)*

In collaboration with



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

## **Venue: Shangri-la Hotel Guilin**

Address: 111 Huancheng North 2 Rd, Qixing District, Guilin, Guangxi, China, 541004

## **Wednesday, 17 September: Registration**

15:00—18:00

## **Thursday, 18 September 2025: Technical Sessions**

08:00—09:00

**Registration**

09:00—09:30

**Keynote: Presentation on the latest World Tourism Barometer**

**Mr. Michel Julian**, Senior Programme Officer, Market Intelligence, Policies and Competitiveness Department, UN Tourism

09:30—10:45

**Session 1: New Governance and Policy for the Future of Tourism: Leveraging Data and Collaboration**

Moderator : **Mr. Michel Julian**, Senior Programme Officer, Market Intelligence, Policies and Competitiveness Department, UN Tourism

Panellists:

- **Ms. Ana Jemec Špik**, Head of Tourism Data and Business Analytics Unit, Slovenian Tourist Board, Slovenia
- **Mr. Frans Teguh**, Senior Advisor to the Minister of Tourism for Sustainable Development and Conservation, Indonesia
- **Mr. Fabio Montanheiro Nascimento**, Manager, Data Intelligence and Competitiveness Department, La Empresa Brasileña de Turismo (EMBRATUR), Brazil

**Q&A**

10:45—11:00

**Coffee Break**

11:00—12:00

**Session 2: Decoding Resilience: Charting the Future of APAC Travel with Data**

Moderator: **Ms. Fernanda Rodak**, Manager, Project Management, PATA

Panellists:

- **Mr. Bharat Nagpal**, Senior Director, APAC Sales, Adara
- **Mr. Olivier Ponti**, Director, Intelligence and Marketing, ForwardKeys

- **Mr. Hanh Nguyen**, General Manager, Intrepid Travel Vietnam

### Q&A

**12:00—14:00**

### Lunch

**14:30—15:30**

### Session 3: Empowering Tourism Talent: Bridging Education, Research, and Industry for a Sustainable Future

Moderator: **Professor Billy Bai**, Associate Dean, School of Hotel and Tourism Management, Hong Kong Polytechnic University

Panellists:

- **Professor Yuheng Zheng**, Associate Dean and Associate Professor, Hospitality Management and Culinary Arts, Tourism College of Zhejiang
- **Professor Jingqiang Wang**, Professor and Director of the Tourism Experimental Teaching Center of Huaqiao University and National Tourism Experimental Teaching Demonstration Center
- **Mr. Jason Wang**, Senior Director of Learning Development, H World Group Limited
- **Ms Cathy Yang**, VP, HR, Ascott China

### Q&A

**15:30—15:45**

### Coffee Break

**15:45—17:30**

### Technical Session 4: MICE Tourism: Redefining Business Events Through Cross-Border Collaboration and Tech-Driven Innovation

Moderator: **Mr. Xu Jing**, Vice Chairman, Global Tourism Economy Research Center

Panellists

- **Mr. Drakopoulos Georgios**, CEO of Tourism Generis Consulting, Greece
- **Mr. Keehun Kim**, Professor, Department of Tourism & Convention, College of Hotel & Tourism, Youngsan University, Republic of Korea
- **Mr. Yereth Albert Jansen**, Founder & CEO, Darling Advertising (Shanghai) Co., Ltd.

## Q&A

**18:00—21:30**      **Welcome Dinner** (by invitation)

### Friday, 19 September: Plenary Sessions

**08:00—09:00**      **Registration**

**09:00—09:30**      **Opening Ceremony**

**Moderator: Representative of Guilin**

- **Mr. Li Chu**, Secretary of the CPC Guilin Municipal Committee
- **Mr. Liu Shijun**, Executive Director, UN Tourism
- **Mr. Peter Semone**, Chairman, PATA
- **Professor Billy Bai**, Associate Dean, School of Hotel and Tourism Management, HKPU
- **Mr. Fan Hu**, Vice-Governor of the People's Government of Guangxi Zhuang Autonomous Region

**09:30—10:00**      **Keynote: European Source Markets to Asia-Pacific**  
**Dr. Huilian Duan**, Managing Director Asia-Pacific & Americas, TUI Hotels & Resorts

**10:00—10:15**      **Group Photo & Coffee Break**

**10:15—11:45**      **Panel Session: Smart Destinations: Futureproofing destinations for sustainability and resilience**

Moderator **Mr. Michel Julian**, Senior Programme Officer, Market Intelligence, Policies and Competitiveness Department, UN Tourism

Panellists:

- **Mr. Ezequiel García Collantes**, Director of Institutional Relations, Sociedad Mercantil Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S.A.M.P (SEGITTUR), Spain
- **Mr. Abdulaziz Alsultan**, Digital Partnerships Executive Director, Saudi Tourism Authority, Saudi Arabia

- **Ms. Hani Han**, Senior Marketing Manager, Tourism Marketing Team, Incheon Tourism Organization, Republic of Korea

### Q&A

**11:45—14:30**

**Lunch**

**14:30—15:00**

**Keynote**

**Mr. Tong Teng**, Vice President of Alibaba Fliggy

**15:00—16:15**

**Panel Session: Measuring Success in the Tourism Economy**

Moderator: **Ms. Fernanda Rodak**, Manager, Project Management

Panellists:

- **Ms. Noor Waheed**, Tourism & Destination Management Policy Executive, Ministry of Tourism and Environment, The Maldives
- **Dr. Fency Sivadasan**, Director of Research, Sarawak Tourism Board
- **Mr. Alex Rayner**, Chief Executive Director, Visitor Value , Australia

**16:15—16:30**

**Coffee Break**

**17 :00—17:30**

**Closing Remarks**

- **Mr. Liu Han**, Secretary of the CPC Leading Group of Guangxi Department of Culture and Tourism
- **Mr. Harry Hwang**, Director, Regional Department for Asia and the Pacific, UN Tourism
- **Mr. Peter Semone**, Chairman, PATA
- **Professor Billy Bai**, Associate Dean, School of Hotel and Tourism Management, HKPU

**17:30—19:30**

**Dinner**

## **Saturday, 20 September: Technical Tour**

**Morning**                      Lijiang River Cruise to Yangshuo

Lunch on board the cruise ship

**Afternoon**                      Ruyi Peak Cableway Scenic Area

Dinner in Yangshuo

**Evening**                      Impression Liusanjie Show  
*Spectacular choreographed light and sound show about the history of the local communities living by the Li River. The show is held outside with the beautiful mountainous karst landscape in the background.*

Transfer back to the Shangri-La for the night.