# THE 20TH UN TOURISM ASIA-PACIFIC EXECUTIVE TRAINING PROGRAMME ON TOURISM POLICY AND STRATEGY

## Rethinking Tourism Growth: Towards Balanced Regional Development

**14-17 December 2026 (Monday-Thursday)**
**Gangneung Convention Centre, Gangneung, Republic of Korea**

## Provisional Programme

*As of 10 November 2026*

## Day 0 -- Sunday, 13 December

**Arrival in Gangneung, Republic of Korea and check-in at the Skybay Hotel Gyeongpo**

14:00 – 17:00 **Registration desk for the participants**
*(Venue: Skybay Hotel Gyeongpo)*

## Day 1 -- Monday, 14 December
*(Venue: Gangneung Convention Centre)*

09:20 – 09:30 **Transfer from the Skybay Hotel Gyeongpo to the Gangneung Convention Centre**

09:30 – 10:00 **Registration desk for the participants**

10:00 – 10:20 **Opening Ceremony**

- Welcome remarks by H.E. Mr. Jungwon Kang, Deputy Minister for Tourism Policy, the Ministry of Culture, Sports and Tourism of the Republic of Korea
- Opening remarks by UN Tourism

10:20 – 10:30 **Group Photo**

10:30 – 10:50 **Setting the Scene: Keynote Presentation**
by UN Tourism Consultant

10:50 – 11:05 Coffee break

11:05 – 12:00 **Panel Discussion: Policy Challenges and Priorities for Asia-Pacific Tourism**

moderated by UN Tourism Consultant

12:00 – 14:00 **Lunch**

14:00 – 17:00 **Session 1 - Regional Tourism Development: Distributing Growth and Benefits Beyond the Major Gateways**

*This session examines how national, provincial and municipal governments can broaden tourism development across their territories through regional destination development, improved domestic connectivity, and support for communities and small enterprises outside the major hubs. Participants will consider the policies, institutions and incentives that disperse both visitors and economic gains.*

18:30 – 20:30 **Dinner Celebrating the 20th Anniversary of the Executive Training Programme, hosted by the Ministry of Culture, Sports and Tourism of the Republic of Korea**

## Day 2-- Tuesday, 15 December
*(Venue: Gangneung Convention Centre)*

08:40 – 08:50 **Transfer from the Skybay Hotel Gyeongpo to the Gangneung Convention Centre**

09:00-11:30 **Session 2 Tourism Infrastructure and Investment: Maximizing Value and Utilization for Sustainable Growth**

*This session explores how destinations can maximize the utilization of existing infrastructure (e.g. airports, roads, resorts, convention centres and cultural facilities), translate major investments into sustainable tourism growth, and deliver wider economic and social benefits for their communities.*

11:30-13:00 **Lunch**

13:00-15:30 **Session 3 Generating Tourism Demand: Product Development, Events and Public-Private Cooperation**

*This session turns to the demand side: how governments can generate tourism demand for regional and emerging destinations by creating new and distinctive visitor experiences, attracting major events, and repurposing underutilized local facilities as tourism attractions and amenities. It examines the policy approaches that connect these initiatives with destination planning, connectivity and public-private cooperation, and compares institutional models such as tourism marketing districts, destination marketing organizations and other cooperative approaches.*

15:30 – 15:45 Coffee break

15:45 - 18:15 **Session 4 Future-Ready Tourism Policy: Supporting Regional Destinations to Respond to New Trends, Technology and Visitor Behaviour**

*This session examines how national governments can support regional destinations to overcome these capacity gaps - from smart destination management to climate resilience*

*- so that the balanced regional development pursued throughout the programme remains effective and sustainable over time.*

18:15 – 18:25 **Conclusions and recommendations by UN Tourism consultant**

18:25 – 18:30 **Best Presentation Award**

19:30 - 21:00 **Dinner**

## Day 3-- Wednesday, 16 December
*(Venue: Gangneung Convention Centre)*

08:40 – 08:50 **Transfer from the Skybay Hotel Gyeongpo to the Gangneung Convention Centre**

**38th Joint Meeting of the UN Tourism Commission for East Asia and the Pacific and the Commission for South Asia**

09:00 – 09:30 **Opening Ceremony**
- Welcome remarks by H.E. Mr. Chae Hwi-young, Minister of Culture, Sports and Tourism, Republic of Korea
- Opening remarks by the Secretary-General, UN Tourism
- Remarks by the Chairs of CAP and CSA
- Official group photo

09:30 – 10:45 **38th Joint Meeting of CAP and CSA – Session I**
- Adoption of the agenda
- Communications of the Chairs
- Report of the Secretary-General – Global Vision and Regional Approach
- Report of the Executive Director – Technical Cooperation Projects in Asia and the Pacific

10:45 – 11:15 Coffee Break

11:15 – 12:45 **38th Joint Meeting of CAP and CSA – Session II**
- Report of the Regional Director for Asia and the Pacific
- Affiliate Members activities in Asia and the Pacific

12:45 – 14:15 **Lunch**

14:15 – 15:30 **38th Joint Meeting of CAP and CSA – Session III**
- Preparations for the International Year of Sustainable and Resilient Tourism 2027
- Progress Report on the establishment of the Regional Office in Shanghai, China and reform of RSOAP, including report on the respective roles of the two offices

15:30 – 16:00 Coffee Break

16:00 – 17:00 **38th Joint Meeting of CAP and CSA – Session IV**
Members' interventions and discussion
- Agenda items presented during the meeting

- Other matters
- Place and dates of the 39th CAP–CSA Joint Meeting, 57th CAP and 61st CSA Meetings in 2027

Evening **Official dinner**

## Day 4-- Thursday, 17 December
*(Venue: Gangneung Convention Centre)*

09:10 – 09:20 **Transfer from the Skybay Hotel Gyeongpo to the Gangneung Convention Centre**

**UN Tourism Asia-Pacific Forum on Shaping the Future of Tourism Policy**

09:30-09:50 **Opening Ceremony**

- Welcome remarks by H.E. Mr. Jungwon Kang, Deputy Minister for Tourism Policy, Ministry of Culture, Sports and Tourism of the Republic of Korea
- Opening remarks by UN Tourism

09:50-10:50 **High-Level Dialogue on Shaping the Future of Tourism**

10:50-11:10 Coffee break

11:10-12:15 **Panel Discussion on tourism as a catalyst for balanced regional development**

12:15-12:45 **Commemoration Ceremony of the 20th Anniversary of the UN Tourism Asia and the Pacific Executive Training Programme on Tourism Policy and Strategy**

12:45-13:00 **Closing Remarks**

13:00-14.30 **Farewell Luncheon**

Afternoon **Technical Tour**

## Day 5-- Friday, 18 December

All day **Departure to the Airport**