

# **5th WORLD ECOTOURISM CONFERENCE**

## **RADISSON BLU HOTEL, CEBU CITY, CEBU**

### **TENTATIVE PROGRAMME**

#### **19-Feb-14**

Airport Transfers for delegates to official hotels

#### **20-Feb-14**

8:00 - 08:30 Transfer to Conference Venue

#### **Opening Ceremony**

##### **Welcome Remarks**

0900-0915 Honorable Hilario Davide, Jr., Governor, Cebu

0915-0930 Honorable Michael L. Rama, Mayor, Cebu City

##### **Opening Remarks**

0930-0950 Honorable Ramon R. Jimenez, Secretary of Tourism

0950-1010 Honorable Ramon Paje, Secretary of Environment and Natural Resources

1010-1020 Teabreak

##### **Congratulatory & Solidarity Remarks**

1020-1035 Mr. Xu Jing, Regional Director for Asia and the Pacific, World Tourism Organization (UNWTO)

1035-1050 Ms. Gloria Steele, Mission Director, USAID

1050 - 1105 Dato' Mohd Khalid, President, ASEAN Tourism Association (ASEANTA) (tbc)

1105-1120 Mr. Martin Craigs, President and CEO, Pacific Asia Travel Association (PATA) (video)

1120-1135 Mr. David Scowsill, President & CEO, World Travel & Tourism Council (WTTC) (video)

#### **Launching of National Ecotourism Strategy by Department of Environment and National**

1135-1300 Launch followed by Lunch hosted by Department of Environment and National Resources

##### **Keynote Presentations**

1300-1340 H.E. Mari Elka Pangestu, Minister of Tourism, Indonesia (tbc)

1340-1420 Mr. Lory Tan, CEO/Vice President of Trustee Board, WWF, Philippines

1420-1500 Dr. Philip Dearden, The Marine Protected Areas Research Group, Department of Geography University of Victoria, Canada

*"Marine Protected Areas: Anchors for Ocean Sustainability, Platforms for Community Development"*

1500-1520 Panel Discussion

1520-1540 Tea Break

1540-1700 Public/Private Sector Tourism Exchange and LGU Presentations

**19:00 - 21:30 Welcome Dinner "White Party" - Movenpick Resort, Mactan Island**

## **21-Feb-14**

### **Plenary Session 1.**

#### **Coastal Areas and Communities: Mitigating Vulnerability through Sustainability**

0900-0920 H.E. Mr. Tith Chanta, Secretary of State, Ministry of Tourism, Cambodia

0920-0940 Ms. Gina Lopez, Managing Director , ABS - CBN Foundation, Inc., Philippines

0940-1000 Dr. Vikneswaran Nair, Assoc. Prof. (Sustainable Tourism Mgt) and Programme Leader, Responsible Rural Tourism Network, Malaysia

"Rural Tourism & Conservation in Conflict: Challenges in Semporna Marine Park, Sabah, Malaysia"

1000-1020 Session Discussion

#### **1020-1040 Teabreak**

### **Plenary Session 2. Destination Development: Socio-Economic Value Beyond Beaches**

1040-1100 Hon. Mr Edmund Bartlett - Chairman, CTICO and Former Minister of Tourism, Jamaica

1100-1120 Mr. Andrew Jones, Guardian, Sanctuary Resorts, PATA Executive Board Member, Advisor - CSR, Responsible and Sustainable Tourism, Hong Kong

*"The Way It's Meant To Be"*

1120-1140 Ms. Cheryl Rita Kaur, Head, Centre for Coastal and Marine Environment Maritime Institute of Malaysia (MIMA), Malaysia

1140-1200 Session Discussion

#### **12:00 - 13:00 Lunch**

### **Session 3. Marine Protected Areas (MPA) for Ecotourism**

1300-1320 Dr. Aileen Maypa, Coastal Conservation and Education Foundation (CCEF), Philippines (tbc)

1320 - 1340 Dr. Simon Oliver, The Thresher Shark Research and Conservation Project (TSRCP), United Kingdom

*"Conservation behaviour lessons from pelagic thresher sharks in the Philippines"*

1340-1400 Mr Celestino Ulep, Consultant, TRC Tourism, New Zealand

1400 - 1420 Session Discussion

### **Session 4. Ecotourism Marketing: Critical Success Factors**

1420-1440 H.E. Sombat, Vice Minister, Ministry of Tourism & Sports, Thailand

1440-1500 Professor Amran Hamzah, Director, Centre for Innovative Planning & Development (CIPD), Malaysia

*"Planning for Sustainable Tourism on Small Islands: Maximising Local Community Benefits Along the Tourism Value Chain"*

1500-1520 Mr. Guido Bauer, Chief Executive Officer, Green Globe Certification, United States

1520-1540 Mr Michael Fox, Fox Associates, United States

1540-1600 Session Discussion

1600 - 1620 Teabreak

1620-1640 Conclusions

1640-1700 Closing Ceremony

**1930-2000 Farewell Dinner hosted by Cebu Provincial Government (venue tbc)**

## **22-Feb-14**

### **07:00 - 18:00 HOSTED TECHNICAL TOUR TO BOHOL (Full day)**

0630h Depart Cebu via Ferry  
0830h Arrival Tagbilaran Wharf  
Lei Reception by Travel Village  
Tour to Baclayon Church- Oldest Church  
Loay Backyard industry- Local Color  
1130h Loboc River Cruise w/ lunch on board  
Tarsier Viewing in Captivity  
Billar mahogany Man Made Forest  
Chocolate Hills- Famous landmark of Bohol  
Blood Compact Monument- a historical site  
Souvenir Shopping  
1700h Back to Tagbilaran Wharf for Check in  
1745h Depart Tagbilaran for Cebu  
1945h Estimated time of Arrival in Cebu  
END OF TOUR