

IFT Public Seminar

The New Wave of Tourism Development in Asia Pacific and Implications on HR Demand and Tourism Education

17th October, 2017

Grand Hall, Mong-Ha Campus, Institute for Tourism Studies
Macao SAR China

Programme

09:00-09:15

Registration

09:15-09:20

Welcome address: Dr. Fanny Vong

09:30-10:10

Keynote speech - Dr. Taleb Rifai, Secretary-General, UNWTO

“Tourism Growth in Asia Pacific: Implications on Education and Career
Development in the Tourism Sector”

Asia and the Pacific has been one of the fastest growing regions in tourist visitation in recent years. It received 279 million international tourists in 2015, nearly one-fourth of the world's total and the rate of growth between 2005 and 2015 outperformed all world regions. China is the top destination in Asia and the Pacific and fourth worldwide ranked by tourist arrivals volume. Dr Rifai will share insights on tourism development in the Asia Pacific region, a growing demand for qualified professionals, and implications on tourism education.

10:10-10:40

Plenary Discussion (All speakers, moderated by Dr. Laurie Malungu, IFT)

10:45-11:00

Souvenir Presentation to Speakers

11:00-11:30

Mr. Omar Valdez, Executive Director, UNWTO.Themis Foundation

“Defining Quality in Tourism Education - UNWTO Tedqual”

The UNWTO.Themis Foundation is responsible for implementing the work programme on Education and Training of the World Tourism Organization (UNWTO), with the objective of supporting Member States in the formulation and implementation of educational policies, plans and instruments. Its Tedqual (Tourism Education Quality) system defines and measures the quality of tourism programmes as well as education institutions' contribution to an improvement in the quality, competitiveness and sustainability of the tourism industry. Mr Valdez will discuss the critical factors in measuring quality in tourism education and how Tedqual guides students and the industry in the search for education excellence.