



## Preliminary Programme



# 2nd Euro-Asian Mountain Resorts Conference

## “Paving the Way towards a Bright Future for Mountain Destinations”

14-16 October, 2015 Ulsan, Republic of Korea

31/07/2015

### Background and rationale:

- Pursuant to its 1st edition in 2013 in Almaty Kazakhstan under the topic of “Developing New Destinations for Snow Tourism”, the 2nd Euro-Asian Mountain Resorts Conference aims at providing an overview on the mountain destinations within a broader context which includes areas like accessibility, social and demographic challenges, environmental, economic and cultural issues, seasonality challenges, better positioning in international markets and management or marketing linkages with the neighboring towns and cities.
- The conference will also illustrate success stories from different parts of Europe and the Asia Pacific on how to maximize the economic potential and social change while respecting the natural resources and cultural authenticity and diversity in the mountain destinations.
- The conference will discuss the role of the public and the private sector in the process of developing and managing the mountain resorts so as to maximize the return on investment and the economic and social benefits for the local community.
- A special panel will also be dedicated to “mega events” in order to illustrate knowledge and good practice related to the upcoming Winter Olympics which will take place in Pyeongchang in 2018.

## CONFERENCE PROGRAMME

### 13 October 2015

Venue: The Lotte Hotel Ulsan

**14:00 - 20:00 Registration of participants**

### Day 1, 14 October 2015

Venue: The Lotte Hotel Ulsan

**08:00 - 14:00 Registration of participants**

**9:30 – 10:00 Opening ceremony**

Local authorities, representative of Central Government, the Secretary General of UNWTO

**10:00 – 10:30 Ministerial Roundtable: Mountains as an asset to a country's economy, tourism offer and identity**

**Moderator:** Representative from UNWTO Secretariat

**10:30 – 12:00 SESSION 1: Setting the Scene: Paradigm Shift in Mountain Tourism - Differences between the European and Asian Mountain Tourism Development**

**Keynote presentation:**

**Mr. Laurent Vanat**, Laurent Vanat Consulting SARL, Switzerland

**Moderator: Prof. Peter F. Keller**, Institute for Tourism Faculty of Business and Economics (HEC) University of Lausanne, Switzerland

**Panellists:**

**Mr. Tatsumi Ichinomoto**, President and CEO, MacEarth Co. Ltd, Japan

**Mr. Bin Wu**, Deputy General Manager, Golf & Ice & Snow Department, Operation Center, Wanda Cultural Industry Group, Beijing, China

**Mr. Jean-Marc Farini**, Project Director Russia-Asia, Compagnie des Alpes, France

**Mr. Hyun Chul Cho**, Chairman of the Korea Ski Resort Business Association, Republic of Korea (tbc)

**11:45 – 12:00 Q/A**

**12:00 – 14:00**      **Lunch break**

**14:00 – 15:30**      **SESSION 2: Mountains as the City's Hinterland – Destination Development as a Symbiosis of Nature and Urban Space**

**Keynote presentation:**

**Representative of City of Ulsan (tba)**

**Moderator: Mr. Hwan-Myung Joo**, Secretary General, Tourism Promotion Organization for Asia Pacific Cities (TPO)

**Panellists:**

**Mr. Adam Feeley**, Chief Executive, Queenstown, New Zealand

**Mr. Ian Hill**, Director, VisitCanberra, Australia

**Mr. Yves Exbrayat**, General Manager, Grenoble Tourism Office, France

**Mr. Zhulamanov Bakhitzhan Tolevzhanovich**, Head of Tourism Department Municipality of Almaty, Kazakhstan **(tbc)**

**15:15 – 15:30**      **Q/A**

**15:30 – 16:00**      **Coffee Break**

**16:00 – 17:30**      **SESSION 3: Mega Events: A Unique Opportunity to Capitalise on Global Attention – Creating a Positive Image, Regenerating the Destination and Enhancing the Economic Impact**

**Keynote presentation: Mr. Eric Callender**, Senior Mountain Planner, Ecosign, Whistler, Canada

**Moderator: Mr. Hae-Guk Hwang**, Regional Deputy Director for Asia and the Pacific, UNWTO

**Panellists:**

**Mr. Kim Hyunki**, Director General, Planning & Coordination Bureau PyeongChang Organizing Committee, Republic of Korea

**Hebei Province, China (tba)**

**Mr. Alexey Grachev**, Head, Department of Resort and Tourism, Sochi Administration, Russian Federation **(tbc)**

**Mr. Hiroaki Kono**, Committee member, Snow Resort Revitalization Committee of Japan Tourism Agency, Japan

**17:15 – 17:30**      **Q/A**

**18:00 – 20:00**      **Welcome Dinner (Venue: Lotte Hotel Ulsan)**

## Day 2, 15 October

9:00 – 10:30

### SESSION 4: Accessible and Inclusive Tourism in Mountain Resorts

**Keynote presentation:**

**Mr. Hideto Kijima**, Japan Accessible Tourism Center, Japan

**Moderator:**

**Dr. BongKoo Lee**, Professor, Department of International Tourism, DongEui University, Busan, Republic of Korea

**Panellists:**

**Ms. Sylvana Mestre**, Snow Sports Development Manager, International Paralympic Committee, Spain

**Mr. Joseph Kwan**, Consultant to UN-ESCAP on Non-handicapping Environments and Global Chair to RI - International Commission on Technology and Accessibility, Hong Kong, China

**Mr. Florian Van der Bellen**, Barrier-free tourism consultant, Former director Kaunertal Tourism, Austria

10:15 – 10:30

Q/A

10:30 – 11:00

Coffee Break

11:00 – 12:30

### SESSION 5: Product Development, Diversification and Innovation: Strategies to Respond to Demographic Challenges and to Find New Customers in Niche Markets

**Keynote presentation:**

Discovering Korean Identity through Mountain Culture

**Prof. David A. Mason**, College of Business Management, Chung-Ang University, Seoul, Republic of Korea

**Moderator:**

**Mr. Kyle Hughes**, Founder, Korea Snow, Brisbane, Australia

**Panellists:**

**Representative from Toyama, Japan (tba)**

**Mr. Martin Francou**, International Project Manager, Geode, France

**Mr. Rustam Najafov**, First Deputy Director, Shahdag Mountain Resort, Azerbaijan

12:15 – 12:30

Q/A

12:30 – 14:30

Lunch break

**14:30 – 16:00**      **Session 6: Effective Governance and Policy Instruments: Integrated Planning and Investment Incentives, Infrastructure Development and Public Private Partnerships in Management**

**Keynote presentation & moderation:**

**Mr. Christopher Hinteregger**, UNWTO Consultant, Partner and Head of “Tourism Destinations International” Kohl & Partner GmbH, Austria

**Panellists:**

Representative of Ministry of Culture and Tourism, Turkey      **(tba)**

**Mr. Aleksandre Onoprishvili**, Director of Mountain Resorts Development Company, Georgia

**Mr. Justin Downes**, IMG Ski Resort Management, Beijing & Hong Kong, China

**15:45 – 16:00**      **Q/A**

**16:00 – 16:30**      **Coffee Break**

**16:30 – 17:30**      **Technical conclusions and closing remarks**

**Mr. Christopher Hinteregger**, UNWTO Consultant, Partner and Head of “Tourism Destinations International” Kohl & Partner GmbH, Austria

Representatives of the hosts

**18:00 – 20:00**      **Farewell Dinner (Venue: tba)**

**Day 3, 16 October**

**9:00 – 17:00**      **Technical Visit (Yeongnam Alps, Whale Museum, etc.)**