CIFAL Jeju - MICE Tourism for Sustainable Regional Development in the Asia-Pacific Region

Type: Workshop  
Location: Jeju, Korea, Republic of  
Date: 5 Dec 2017 to 8 Dec 2017  
Duration of event: 4 Days  
Programme Area: Decentralize Cooperation Programme  
Specific Target Audience: No  
Website: http://cifaljeju.org  
Price: No Fee  
Event Focal Point Email: cifaljeju.tdev@gmail.com

BACKGROUND

Tourism is one of the fastest growing economic sectors in the world, experiencing tremendous growth over the decades. The number of international tourist arrivals has steadily increased reaching 1,186 million, occupying 10% of global GDP and creating one in every 11 jobs worldwide in 2015. Particularly, the Asia and the Pacific region showed the strongest growth in tourism population, welcoming 279 million international tourists in 2015. The region’s major destinations are expected to continue its firm growth by 5% on average and the increasing trend applies to sub-regions including South-East Asia[1].

In the tourism industry, Meetings, Incentives, Conferences and Exhibitions (MICE) market has emerged as a highly profitable segment worldwide. It is one of the key drivers of tourism destination development and foreign investment. According to a recent research by Global Business Travel Association, global spending on business travel is set to reach USD 1.6 trillion by 2020[2], which gives us massive potential for economic growth. In fact, the MICE market in Asia has increased by 133% over the last 6 years. Considering the global market rate of 19.9%, the figure for Asia implies possible economic expansion in this region.[3] Besides these economic benefits, the Meetings industry also provides opportunities for knowledge sharing and networking, which will lead to intellectual development and regional cooperation.[4]

In this sense, this workshop aims to provide the concept of MICE tourism with some of the best practices in Asia-Pacific. It also addresses other dimensions of tourism development such as environmental and social impacts of MICE tourism with the framework of the UN Sustainable Development Goals(SDGs). Group discussions will be arranged to encourage participants to exchange their experiences and best practices regarding MICE tourism. Ultimately, the workshop will help local actors effectively develop relevant policies on MICE tourism and create their own networks for MICE tourism development in this region.

EVENT OBJECTIVES

The capacity-building workshop will:

- Provide an opportunity for local governments and cities in the Asia-Pacific region to exchange their MICE tourism policies and best practices throughout city-to-city cooperation.
- Promote a learning atmosphere among cities and establish a strong network that can be utilized after the workshop.
- Offer a venue of knowledge transfer and discussion and motivate participants to implement sustainable tourism policies in their cities.

LEARNING OBJECTIVES

At the end of the workshop, the participants will be able to:

- Understand the global tourism trends in the context of 2030 Sustainable Development Agenda.
- Have a basic understanding of MICE tourism and deepen the ideas of sustainable practices for MICE tourism development.
- Utilize the lessons learned from the cases of MICE tourism in the Asia-Pacific region and other regions for their action plans.
- Describe a methodology and a checklist needed for MICE tourism policy development considering both challenges and advantages of their region.
- Coordinate partnerships to effectively promote the benefits of sustainable tourism policies with private sectors and civil society.

CONTENT AND STRUCTURE

The training will include the following:

- [Session 1] The Global Trends of Tourism and MICE Industry
- [Session 2] Understanding of MICE Tourism Management
- [Session 3] Developing Responsible Tour Programmes: Engaging Travel Agencies in MICE Tourism
- [Session 4] Adopting Sustainability in Convention and Hotel Management
- [Session 5] Marketing for MICE Destinations: Challenges and Opportunities
- [Session 6] Tourism Investment and Finance
- [Session 7] Waste Management for Sustainable MICE Tourism
- [Session 8] Monitoring and Evaluating the Outcomes of Tourism: GSTC Criteria
- [Session 9] Translating Sustainable Tourism Policies into Actionable Management
- [Session 10] MICE Tourism Best Practice Models: Case Studies
- [Session 11] UNITAR “CityShare” Methodology

** Sessions are flexible to changes. **
METHODOLOGY

The training will be comprised of:

- Lectures by experts
- Simulation of policy implementation
- Self-assessment exercise
- Group work and discussion
- Action plan presentation
- Study visits to tourism project sites

TARGETED AUDIENCE

** This workshop is only open to the ASEAN Member States. **

Central/local authorities and Representatives from NGOs, regional and community-based organizations, academic and training institutions and other local actors, who are working in the field of sustainable tourism in the ASEAN countries. Participants are expected to have a sufficient command of both written and spoken English.