**Tourism Management in the Greater Mekong Subregion Learning Program**

**Schedule/Design, October 13-17, 2014 Guilin Institute of Tourism, Guilin, Guangxi, People’s Republic of China**

| **Time** | **Monday**  **(Day 1)**  **13 October**  **GIT Campus** | **Tuesday**  **(Day 2)**  **14 October**  **GIT Campus** | **Wednesday**  **(Day 3)**  **15 October**  **Field Visit/s** | **Thursday**  **(Day 4)**  **16 October**  **GIT Campus** | **Friday**  **(Day 5)**  **17 October**  **GIT Campus** |
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| **0730-0820** | ***Bus trip from Ronghu Hotel to GIT Campus*** | | | | |
| **0830-1000** | *0830-0900*  **Opening Ceremonies**  *0900-0930*  **Introductory Session**   * Overview of Program * Getting to Know You and Expectations Check     *- Trevor Sofield, Sarah Li*  *Jordee Queddeng,*  *Jason Zhu*  *0930-1000*  **Pre-Test** *(establish a participant baseline of current knowledge of program modules and competencies)* | **Presentation and Discussion**  **The Nine Steps of Tourism Value Chain Analysis**   * Mapping the value chain for a cow in Cambodia and a souvenir in Vietnam   *(how to intervene to add value for each actor in the chain)*  *- Trevor Sofield*  *Sarah Li* | *0630-0900*  Drive to Long-ji Tourist Area  *0900-1030*  **Field Visit and Discussion**   * Briefing on Site Management and Interview of Management   *- Guilin Tourism Company Representative and Site Operator*  *- GIT Staff* | Learning teams to prepare presentations on interviews at Long Ji  *(strengths, weaknesses, opportunities, and threats local entrepreneurs are facing – and how to address these)*  *- Learning Teams*  *- GIT Staff*  *(Trevor and Sarah to assist with overview)* | **Presentation and Discussion**  **GMS Regional Cooperation in Tourism**   * Overview of strategic directions for Mekong tourism cooperation and strengthening linkages with ASEAN.   *(the rise of the intraregional traveller)*  *- Alfredo Perdiguero*  *Steven Schipani* |
| **1000-1030** | ***Tea/Coffee Break*** | | | | |
| **1030-1200** | **Lecture and Discussion**  **Tourism as a System**   * Tourism needs to be understood not in the narrow sense of an industry but as a system. *(how various actors need to cooperate to keep the system healthy, productive and mutually beneficial)*     *- Trevor Sofield* | **Presentation and Discussion**  **Mapping the Stakeholders in a Tourism Value Chain**   * The Jordee Trail * Mapping the stakeholders for a value chain   *(how to intervene to add value for each actor in the chain)*  *- Trevor Sofield*  *Sarah Li* | Drive and Walk to Pingan Village | **Presentation and Discussion**  Learning teams present their reports on Long Ji  *- Learning Teams*  *- GIT Staff*  *- Program Faculty* | **Simulation Exercise**   * **Facilitating public, private investor and community partnerships** Negotiating a deal to develop a rural tourism project.   *- Alfredo Perdiguero*  *Steven Schipani*  *Program Faculty*  *Learning Teams* |
| **1200-1330** | ***Lunch*** | | | | |
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| **1330-1500** | **Plenary Presentation and Discussion**  **Models of public-private-community cooperation in tourism**   * Individual presentations on models of cooperation in each GMS country by NTO/public officials and PATA participants (7 min each) * Discussion on the different models presented by the participants   *(critical roles of each stakeholder to create win-win relationships)*  *- Individual Participants*  *Trevor Sofield*  *Sarah Li* | **Discussion and Group Exercise**  **Tourism VCA and Interventions**   * Feedback on where and how to seek change in the tourism value chain using the Jordee Trail scenario   *(from the perspective of community/tour operator/ public officials)*  *- Learning Teams*  *Trevor Sofield*  *Sarah Li* | *1330-1600*  **Field Visit and Discussion**   * Interviews with Stakeholders   *- Learning Teams with*  *- GIT Student translators*  *\*If time allows, walk to Seven Star Viewpoint and Nine Dragons Ridge Viewpoint and downhill thru service route*  *1600-1630*  Depart from Ping An Village Car Park | **Presentation and Discussion**  Harnessing technology and social media to market and promote upcoming tourist destinations  *(how can small entrepreneurs leverage technology to promote their products and services)*  *- George Cao*  *President, Dragon Trail Interactive, China* | **Round Table Discussion**  Strengthening Destination Management Organizations  *- Alfredo Perdiguero*  *Steven Schipani*  *Program Faculty*  *Participants* |
|
| **1500-1530** | ***Tea/Coffee Break*** | | | | |
| **1530-1700** | *1530-1600*  **Plenary Presentation and Discussion**  *(discussion from previous session continued)*  *1600-1700*  **Public-Private Partnerships to Benefit Local Communities**   * Presentation incorporating Guilin examples   *- Sarah Li* | *1530 - 1630*  **Group Exercise**  **Formulation of Questions to Key Stakeholders at Long Ji**   * Designed to reveal opportunities to enhance community participation through mainstreaming and supply line entrepreneurship.   *- Learning Teams*  *Trevor Sofield*  *Sarah Li* | *1630-1730*  Women’s Cultural Show in Miao Village  *\*Interview with women villagers after the show* | 1530 - 1630  **Presentation and Panel Discussion**  Understanding the outbound Chinese traveller  *(how to attract and respond to the tastes and preferences key market segments)*  *- George Cao (TBC)*  *- Discussants (Trevor Sofield, Sarah Li, GIT Staff)* | *1530-1630*   * **Post-test** * **Program evaluation** |

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|  | *1600-1730*  **Lecture and Discussion**  **Value Chain Analysis and Interventions**   * Introduction to Tourism Value Chain Analysis * Public-Private Partnerships to Benefit the Local Communities   *(helping local producers while improving your margins)*  *- Trevor Sofield*  *Sarah Li* | *1630-1730*  **Campus Tour**   * Overview of Guilin Institute of Tourism – facilities and international programs * *GIT Staff*   *- Learning Teams meet GIT Student translators for next day’s exercise*  *(1 translator per 4 participants NOTE: this is meant to be mutually beneficial for students and participants)* | *1730-1830*  *Cultural Dinner in the Village or nearby restaurant* | 1630–1800  **Presentation and Discussion**  Maximizing online opportunities  *- TBC* | *1630-1730*  **Closing Ceremonies**   * Program Summary * Awarding of Certificates * Impressions from Participants   *- Trevor Sofield*  *ADB and GIT*  *Participants* |
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| **1730-1820** | ***Bus trip from GIT Campus to Ronghu Hotel*** | | | | |
| **1830 onwards** | 1830  **Welcome Dinner**  Two Rivers Four Lakes Cruise | **Own Dinner/**  **Free Time**  Suggest to observe Lijang Waterfall Hotel Water Show (*2000*) | *1830-2100*  Return to Guilin by Bus | **Own Dinner/**  **Free Time** | 1800-2100  **Closing Dinner** |

GIT = Guilin Institute of Tourism, GMS = Greater Mekong Subregion, PATA = Pacific Asia Travel Association,