**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* |
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| **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,