



ASEAN-KOREA CENTRE

Seminar on ASEAN-Korea Culture and Tourism

- Building a Strong, Resilient and Sustainable Tourism through Digitalization –

as of 25 March 2022

I. OBJECTIVES

- To explore smart tourism and strategies for the re-opening of ASEAN and Korea tourism industry along with COVID-19
- To digest the optimal methods in making the ASEAN-Korea tourism digital and sustainable

II. DATE AND VENUE

- 26-27 April 2022, Seoul, Korea (Hybrid)

III. COOPERATING PARTNERS

- Co-organizer : KTO, Travie (Travel Media)
- Supporting organization : ASEAN Secretariat

IV. PROGRAM THEME

- Building a Strong, Resilient and Sustainable Tourism through Digitalization
- 3 years theme for the Seminar on “Smart Tourism”
(2020) Recovering from COVID-19: Smart Tourism for ASEAN and Korea
(2021) Rebooting Digital Marketing for Tourism
(2022) Building a Strong, Resilient and Sustainable Tourism through Digitalization

V. TARGET

- Public (government, international orgs., NTOs, associations) and private (companies, academia) stakeholders from the tourism sector of 10 AMS and Korea

VI. ACTIVITIES

- Day 1 : Hybrid Seminar (Offline venue : Orchid room, Westin Josun Hotel)
- Day 2 : Workshop (Online)
Tailor made capacity-building workshop including explanation of the concept, demonstration of technique, possible application to ASEAN case, etc. The follow-up workshop will be conducted based on pre-registration.



Program outline for Day 1 : Seminar on ASEAN-Korea Culture and Tourism

Time	Program
14:00-14:05	Photo Opportunity
14:05-14:15	<p>Opening Ceremony Opening Remarks by H.E. KIM Hae-yong, Secretary General, ASEAN-Korea Centre Congratulatory Remarks by Mr. AHN Young-bae, CEO, Korea Tourism Organization (TBC)</p>
14:15-14:30	<p>Keynote Session - Smart Tourism: A path forward for a resilient future <i>Mr. Sergio Guerreiro, OECD Tourism Committee Chair</i></p>
14:30-15:15 (15mins per each presentation)	<p>SESSION I: Coping with COVID-19: Journey to digital transformation The session will focus on digital transformation in tourism sector by exploring digitalized hygiene protocol of ASEAN, new digital tourism trends and how to improve, develop, and capacitate local governments' tourism digitalization</p> <ol style="list-style-type: none"> 1. ASEAN Hygiene Standard: Preparation for the with-COVID era <i>(Representative, ASEAN Secretariat, TBC)</i> 2. Digital transition of tourism destinations and trends in Korea <i>Ms. Kim Min-hye, Incheon Tourism Organization</i> 3. Development of promotional contents for local tourist destinations-focused on local contents creators <i>Mr. Song In-hyuk, CEO, Unique Good Company</i>
15:15-15:35	<p>Discussion session 1 Moderator: Mr. Alex M. Macatuno</p>
15:35-15:45	Coffee Break (play promotional videos)
15:45-16:30 (15mins per each presentation)	<p>SESSION II: Sustainable Tourism: Effort to build a more resilient future This session will focus on sustainable tourism cases through digitalizing the industry. The session will discuss the importance of digitalization of tourism in achieving sustainable tourism</p> <ol style="list-style-type: none"> 1. Tourism Standards for Sustainable and Resilient ASEAN: Green Hotels and CBT Standards <i>Chairperson, ASEAN Tourism Competitiveness Committee (TBC)</i> 2. Building a sustainable tourism industry: trends in digitalization <i>Mr. Kim Yong-soo, Senior Officer, Korean Air</i> 3. Sustainable tourism in local destinations <i>Mr. Lee Young-il, Managing Director, Jeju Olle</i>
16:30-16:50	<p>Discussion session 2 Moderator: Mr. Alex M. Macatuno</p>
16:50-17:00	Closing Session



Program outline for Day 2 : Capacity Building Workshop

Time	Program
15:00-15:10 (10')	Introduction Introduction and wrap-up for the main event
15:10-15:40 (30')	(Session 1) Digital Tourism Trends What is Metaverse and how to utilize it? Explore the concept of Metaverse and provide lecture on the use and development of Metaverse customized for the ASEAN <i>Mr. Kim Beom-joo, Head of Evangelism Team, Unity</i>
15:40-16:10 (30')	(Session 2) Digital Marketing I. How to promote local tourism destination? Develop a sample case of ASEAN during the class to show how to use this technology <i>Mr. Song In-hyuk, CEO, Unique Good Company</i>
16:10-16:40 (30')	(Session 3) Digital Marketing II. How to attract Korean travelers through digital platform? Build digital marketing strategy utilizing various SNS channels such as YouTube <i>Mr. Ham Chang-ho, Deputy Director, Korea Tourism Organization</i>

* Target: NTOs, Private companies in tourism industry, and Academia who pre-registered for the workshop