



Tourism Promotion Organization
for Asia Pacific Cities

TPO Tourism School 2012

GENERAL INFORMATION

TPO Tourism School 2012

Tuesday, December 11 ~ Thursday, December 13, 2012

Jeonju, Korea

1. Outline

- Date & Time: Tuesday, December 11 ~ Thursday, December 13, 2012
- Venue: Jeonju City area
- Participants: Government officials of TPO member cities
- Registration Fee: FREE to TPO member city participants (airfare and transportation fee NOT included, pick-up and sending services will be provided)
- Registration Period: November 13~21, 2012
- Training Theme: Cultural Tourism Policy Development for the local tourism industry development
 - ① Lecture
 - Cultural Tourism Policy for the local tourism industry development
 - Introduction of UNESCO World Heritage Center and the way to register as UNESCO World Heritage & Case Presentation of the tourism activation through the registration of UNESCO World Heritage
 - ② Special Session: Korean traditional culture experience
 - ③ Technical tour of Jeonju City's tourism infrastructures
- Language : English and Korean (December 11-Simultaneous interpretation, December 12-Sequential interpretation)

2. Application

- Registration Fee : Free
 - ① Inclusive : expenses during the event (accommodation, meals, transportation during your stay)
 - ② Exclusive : Airfare and Other personal expenses
- How to register

Please send back the completed application form via fax or email by Wednesday, November 21, 2012.

 - ⊙ Fax : +82-51-502-1968, ⊙ E-Mail: sjlee@aptpo.org

3. Program

Date	Time	Event
Dec. 11 (Tue)	14:00-15:00	Registration
	15:00-15:30	Opening Ceremony
	15:30-16:10	Keynote Presentation Speaker: (further notice) Topic: Cultural Tourism Policy for the local tourism industry development
	16:10-16:30	Break
	16:30-18:00	Discussion : Discussion on the cultural tourism policy for the local tourism industry development
	18:00-19:00	Move and Break
	18:20-19:00	Break / Move to the venue of welcome dinner
	19:00-21:30	Welcome dinner (Hosted by the Mayor of Jeonju)
	21:30 -	Break/Free time
Dec. 12 (Wed)	09:00-10:30	Lecture 1. Introduction of the UN world heritage center and the way to register
	10:30-10:40	Break
	10:40-12:00	Lecture 2. The follow-up management of UNESCO world heritage registration and the way of activating the tourism
	12:00-13:30	Lunch
	13:30-18:00	Korean traditional culture experience
	18:00-19:00	Move

	19:00-20:30	Dinner
	20:30-	Move to Hotel and Break/Free time
Dec. 13 (Thu)	09:00-12:00	Technical Tour of Jeonju City's tourism infrastructure
	12:00-14:00	Lunch
	14:00-	Departure

※ The above schedule is subject to change in accordance with the local circumstances.