

学内公開講義

UN Tourism and Sustainable Tourism Development

This lecture will introduce the United Nations specialized agency for tourism, known as UN Tourism (formerly UNWTO), and delve into the organization's efforts to advocate for responsible, sustainable, and universally accessible tourism. It will provide a comprehensive overview of UN Tourism's initiatives, particularly its programs focused on promoting sustainable tourism practices and fostering rural tourism development. Additionally, the lecture will explore the critical role that tourism plays in achieving the Sustainable Development Goals (SDGs). It will examine both the opportunities and challenges that the tourism sector faces in its quest to contribute to a more sustainable and responsible global society. Through this discussion, participants will gain insights into how tourism can be a transformative driver for positive change and sustainable development.

*本講義は観光学部授業科目「Principles of Tourism D」の一環ですが、履修者以外にも公開いたします。
(参加申し込み不要)

*講義は英語で行われます。

日時 **2024年 6月 19日 (水) 10:50 ~ 12:20**

会場 **東1号館 E1-205教室**

講師 **Ms. Marian Magsino**
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Marian joined the UNWTO Regional Support Office for Asia and the Pacific (RSOAP) in March 2022, currently stationed in Nara, Japan. The RSOAP is involved in activities within Japan and in the region, including Research & Technical Cooperation, Promotion of UNWTO Initiatives and Activities, as well as partnership building. Prior to joining the RSOAP, Marian worked for the Philippine Department of Tourism, the government agency mandated to develop and promote tourism in the Philippines, from 2015 to 2021. She graduated from the University of the Philippines- Asian Institute of Tourism and briefly joined the private sector where she was exposed to resort sales and marketing divisions. Her experience in the government includes tourism product and market development, coordination, and collaboration in different levels of the government (national and local government units) and financial and budgeting processes for her previous division's programs and projects in the national tourism organization.

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