



IFTM and UNWTO organise “Capacity Building for Sustainable Tourism Through Festivals and Events” online training programme

The Global Centre for Tourism Education and Training at the Macao Institute for Tourism Studies (IFTM) and the World Tourism Organization (UNWTO) are jointly organising another online training programme entitled “Capacity Building for Sustainable Tourism Through Festivals and Events”, which will be held between 24th and 26th May.

Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office, is invited to be one of the guest speakers on the programme and she will share Macao’s related developments and city’s experience under the theme of “Utilising current events and creating new events as tourism products - the case of Macao: what to consider, challenges and issues”.

Other speakers include tourism academics, experts and operators from Macao and abroad, who will address topics related to incorporating festivals and events into a destination tourism strategy, the benefits of sports events to a destination and how events may benefit communities in line with the UN’s Sustainable Development Goals.

The programme, which is by invitation only, has been designed for decision-makers in the tourism ministries and administrations of the UNWTO’s member states in Asia and the Pacific. Relevant personnel from the Guangdong-Hong Kong-Macao Greater Bay Area are also invited to participate in the programme.