



PROJECT NOTIFICATION

Reference No.: 43

Date of Issue	30 March 2023
Project Code	23-CP-14-GE-CON-A
Title	Conference on Productivity Enhancement in the Hospitality Industry
Timing	7 June 2022
Hosting Country(ies)	Thailand
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	Thailand Productivity Institute (FTPI) and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	100
Local Participants	30
Closing Date	24 May 2023
Remarks	Not Applicable

Objectives	Introduce innovative initiatives to ensure productivity enhancement in the hospitality industry in the post-COVID-19 era; learn about IT-based productivity enhancement options, national strategies for sustainability in the sector with focus on tourism, and methods to meet the SDGs; and share recent trends and policies for productivity enhancement in the hospitality industry by reshaping long-term business models.
Rationale	The COVID-19 pandemic had a significant impact on the hospitality sector, particularly the hotel, airline, travel, and food and beverage sectors. New approaches are needed to adapt. The conference will evaluate trends and actions, including public-sector participation in creating recovery and growth strategies, because many APO members depend on the hospitality industry as a crucial sector.
Background	As the world gradually recovers from the pandemic, the hospitality sector is still rebuilding. Limitations on direct human contacts, currency fluctuations, and increased fuel and electricity prices are all anticipated to persist. Yet, where movement restrictions were lifted, tourist numbers increased. According to a CBRE report in 2022, the equivalent number of pre-pandemic tourist arrivals will reach the Asia-Pacific by 2024, while hotel performance will remain the same as in 2019. The 2020 UN World Tourism Organization report, "Rethinking Tourism," underlined the hospitality industry's immense potential to generate beneficial economic effects to address pandemic-related issues while also reforming the sector through innovation, climate action, and investment. The hospitality industry is urged to embrace an innovative mindset for reconstructing sustainable business models for the long term in addition to recovering more quickly from the pandemic over the short term.
Topics	Rethinking hospitality sector for the post-COVID-19 era; improving service quality during the pandemic; initiatives to counter problems in hospitality such as meeting the SDGs, climate action, and technological investment; and case studies from member economies.
Outcome	Participants will learn about innovative initiatives to counter challenges in the hospitality sector and enhance the customer experience while implementing COVID-19 prevention measures and examine public-sector approaches to rebuilding the tourism industry and revitalizing local economies.
Qualifications	Government officials in charge of service-sector productivity policy, consultants or trainers from NPOs or firms, and representatives of industrial associations or enterprises in the service sector providing consultancy and training, especially for the hospitality industry.

Please refer to the implementation procedures circulated with this document for further details.



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