



## 7<sup>TH</sup> UNWTO GLOBAL SUMMIT ON URBAN TOURISM

### *A 2030 VISION FOR URBAN TOURISM*

16-19 September, 2018

The Shilla Seoul, Seoul, Republic of Korea

Provisional Programme

11 September 2018

#### **Background and objectives:**

- ❖ 'Urban tourism' is a major economic activity that stimulates local economic growth and social change due to its complementarity with other economic activities, its contribution to GDP, job creation, foreign exchange and services exports.
- ❖ Tourism is a powerful engine for the local economic and social development of cities as it can also improve infrastructure, create a skilled labour force, stimulate local business entrepreneurship, develop public-private partnerships and attract other industries and services.
- ❖ Tourism in the urban areas creates spatial dynamics for transforming the urban landscape through the rejuvenation of public space, public infrastructure and connectivity, development of local amenities and recreational facilities and hence builds a quality visitor experience while safeguarding and enhancing the quality of life for the local community.
- ❖ A '**2030 vision**' for urban tourism requires a new thinking to optimize the needs and expectations of the new customer and to facilitate inclusive economic and social growth, structural transformation and innovation by empowering local citizens. This vision must also address the changing dynamics of technology and its significant impact on the consumer behaviour as well as on the economic, social and spatial structures, modes of transport, new business models, governance and research tools for tourism.
- ❖ A '**2030 vision**' for urban tourism needs to focus on sustainability and competitiveness by putting in place a long-term vision and strategic planning. To achieve this, it is extremely important to address the ways urban tourism is planned, developed and managed, as well as how it is perceived by both visitors and residents. A strong, sustainable and inclusive '**2030 vision**' for urban tourism can only be secured through dialogue, coordination, cooperation and partnerships between all the related public and private stakeholders and the civil society.
- ❖ The **7<sup>th</sup> UNWTO Global Summit** taking place in Seoul, a well-known smart urban destination, will bring together high level representatives from National Tourism Administrations as well as local authorities and related stakeholders, serving as a platform to exchange experiences and expertise to set a shared **vision** on urban tourism that embraces innovation, digital transformation and sustainability.

### **Sunday , 16 September, 2018**

**11:00 - 18:00      Registration of participants**

**14:00 - 18:00      Pre – Conference Technical Visit for all delegates and accompanying persons, courtesy of the host**

**19:00 - 20:30      Welcome Reception hosted by Seoul Metropolitan Government (Korean Stone Art Museum)**

### **Monday , 17 September, 2018**

**08:00 - 11:00      Registration of participants (The Shilla Seoul)**

**09:30 - 10:00      Opening Ceremony (Dynasty Hall)**

- Cultural performance
- Welcome Remarks by **H.E. Mr. PARK Wonsoon**, Mayor of Seoul, Republic of Korea
- Opening Remarks by **H.E. Mr. Zurab POLOLIKASHVILI**, Secretary-General of the World Tourism Organization (UNWTO)
- Congratulatory Remarks by **H.E. Mr. DO Jonghwan**, Minister of Culture, Sports and Tourism, Republic of Korea

**10:00 - 10:30      Keynote Address by Mr. B. Joseph Pine II, Cofounder of the *Strategic Horizons LLP***

**10:30 - 11:00      Coffee Break**

**11:00 - 12:30      High Level Panel: Urban Tourism in 2030**

*This panel will provide a policy discussion on urban tourism in view of the New Urban Agenda (HABITAT III) and the new dynamics and trends in demand and supply, notably by fostering exchanges of experience and mutual learning on sustainable urban tourism policies and practice.*

**Moderator: Mr. Rajan DATAR**, Host of BBC Travel Show

**Setting the Scene: Mr. YOON Joon-byeong**, Vice Mayor for Administrative Affairs of Seoul Metropolitan Government

**Panellists:**

**H.E. Ms. Elena KOUNTOURA**, Minister of Tourism of Greece  
**H.E. Dr. Arystanbek MUKHAMEDIULY**, Minister of Culture and Sports of the Republic of Kazakhstan  
**H.E. Mr. TSERENBAT Namsrai**, Minister of Environment and Tourism, Mongolia  
**H.E. Mr. Muhammad Bakhtiar WAN CHIK**, Deputy Minister of Tourism, Arts and Culture, Malaysia  
**H.E. Mr. Itthiphol KUNPLOME**, Vice Minister of Tourism and Sports, Thailand  
**Mr. Mato FRANKOVIĆ**, Mayor of Dubrovnik, Croatia  
**Tan Sri Mhd Amin Nordin ABD AZIZ**, Mayor of Kuala Lumpur, Malaysia  
**Mr. YOON Joon-byeong**, Vice Mayor for Administrative Affairs of Seoul Metropolitan Government, Republic of Korea  
**Mr. Jean-François MARTINS**, Deputy Mayor of Paris, France  
**Mr. Rudy SALLES**, Vice Mayor of Nice, France  
**Ms. Evgenia LODVIGOVA**, Vice-Mayor of Kazan, Russian Federation  
**Mr. Mario HARDY**, CEO Pacific Asia Travel Association (PATA)  
**Mr. YAN Han**, Deputy Secretary General, World Tourism Cities Federation (WTCF)  
**Mr. Shanzhong ZHU**, Executive Director, World Tourism Organization (UNWTO)  
**Mr. Atsushi KORESAWA**, Director, Regional Office for Asia and the Pacific, UN-Habitat

12:30 - 14:00

**Lunch for participants (Dynasty Hall)**

12:30 - 14:00

**Networking luncheon hosted by the Korean Tourism Organization (by invitation only – Emerald Hall)**

14:00 - 15:30

**SESSION 1: Looking Towards 2030: An Innovative Approach to Competitiveness in Urban Destinations**

*This session will explore how urban tourism needs a new thinking to optimize the needs and expectations of the new customer through innovation and technology in the areas of data collection, planning, development, governance and management.*

**Moderator: Prof. KIM Chul Won**, Professor of College of Hotel & Tourism Department, Kyunghee University, Republic of Korea

**Setting the scene: Mr. Ahmed EIWEIDA**, Lead Urban Specialist, Global Coordinator for Cultural Heritage and Sustainable Tourism, The World Bank

**Panellists:**

**Mr. Rudy SALLES**, Vice Mayor of Nice, France  
**Ms. Maria Helena DE SENNA FERNANDES**, Director of Macao Government Tourism Office (MGTO), China  
**Mr. Manu NARVAEZ**, Director of San Sebastian Tourism, Spain

**Mr. Jose Andres DUARTE**, Director of Bogota Tourism Office, Colombia  
**Mr. POH Chi Chuan**, Director for Digital Transformation, Singapore Tourism Board, Singapore  
**Ms. Sarah MATHEWS**, Head of Destination Marketing APAC, TripAdvisor  
**Mr. Fernando DAL RE**, VP of Business Development, Transparent

#### **Q&A**

**15:30 - 16:00**      **Coffee Break**

**16:00 - 17:30**      **SESSION 2: The 4<sup>th</sup> Industrial Revolution Shaping the Future of Urban Tourism**

*This session will focus on the current opportunities and challenges presented by technology, new platform tourism services, the transformation in new business models and labour force and mobility patterns. Under a '2030 vision' for urban tourism, the panel will discuss the ways to maximize the positive impact for the visitor and the local community while minimizing the undesirable consequences of tourism in urban areas. As a key concept, Smart Cities will also be illustrated through successful cases.*

**Moderator: Prof. Dimitrios BUHALIS**, Head of Department Tourism and Hospitality Bournemouth University, United Kingdom

#### **Panellists:**

**Mrs. Diana ROBINO**, Global Tourism Partnerships Lead, Mastercard

**Mr. Jackson PEK**, Vice President and General Counsel, Asia Pacific, Amadeus

**Mr. Fabio MONTANHEIRO**, Research Coordinator, Tourism and Events Observatory (OTE), City of São Paulo, Brazil

**Mr. LEE Donggun**, CEO, myrealtrip, Republic of Korea

**Mrs. Yael FROMAN-IDESES**, Digi-Tourist Project Manager, Tel Aviv Global & Tourism, Israel

**Mr. Dionisis KOLOKOTSAS**, Manager on Public Policy and Government Relations, Google Asia-Pacific

#### **Q&A**

**18:00 – 20:00**      **Welcome Dinner hosted by the Seoul Metropolitan Government (YeongBinGwan Garden)**

### **Tuesday , 18 September, 2018**

**9:30 – 10:00**      **Presentation of UNWTO Report on 'Overtourism? Understanding and managing urban tourism growth beyond perceptions'**

**Ms. Sandra CARVAO**, Chief, Tourism Market Intelligence and Competitiveness, UNWTO

**Dr. Ko KOENS**, Associate Professor of Breda University of Applied Sciences and Centre of Expertise Leisure, Tourism and Hospitality (CELTH), Netherlands

**Dr. Albert POSTMA**, Professor of NHL Stenden University of Applied Sciences and Centre of Expertise Leisure, Tourism and Hospitality (CELTH), Netherlands

**10:00 – 11:00**

**SESSION 3: Urban Tourism and the Rejuvenation of Cities**

*Tourism in urban areas creates spatial dynamics for transforming the urban landscape through the rejuvenation of public space, public infrastructure and connectivity, development of local amenities and recreational facilities and hence builds a quality visitor experience while safeguarding and enhancing the quality of life for the local community. This session will showcase urban destinations which have achieved success in this regard.*

**Moderator: Prof. HAN Beom Soo**, Dean of College of Tourism & Culture, Kyonggi University, Republic of Korea

**Setting the scene: Mr. KIM Seong Bo**, General Director of Urban Regeneration Bureau, Seoul Metropolitan Government, Republic of Korea

**Panellists:**

**Mr. Georg STEINER**, Tourism Director of Linz, Austria

**Mr. Miguel SANZ**, Director, Madrid Destino Tourism Department, Madrid City Council, Spain

**Mr. YAN Han**, Deputy Secretary General, World Tourism Cities Federation (WTCF)

**Mr. MIZOHATA Hiroshi**, President of Osaka Convention & Tourism Bureau, Japan

**Mr. Hamdan ABDUL MAJEED**, Managing Director, Think City, Malaysia

**Mr. Peter DEBRINE**, Senior Project Officer, UNESCO

**Q&A**

**11:00 - 11:30**

**Coffee Break**

**11:30 – 11:40**

- Signing Ceremony of Memorandum of Understanding (MOU) between **Seoul Metropolitan Government and The Venice Municipality Council**
- Signing Ceremony of Memorandum of Understanding (MOU) between **Seoul Tourism Organization and Amsterdam Marketing**

**11:40 – 13:00**

**SESSION 4: Fair and Inclusive Tourism: Building cities for all**

*In the framework of the annual 'Seoul International Fair and Sustainable Tourism Forum', which has been hosted by the Seoul Metropolitan Government in collaboration with the UNWTO, and organized by the Seoul Tourism Organization since 2016, this session will provide a global insight on how to adopt a*

*local approach to economic and social development in urban destinations by integrating the local community and its components along the tourism value chain.*

**Moderator: Prof. Lieve COPPIN**, Dean of the Faculty of Hospitality and Food Management, Le Cordon Bleu University, Lima, Peru

**Setting the scene: Mr. NA Hyowoo**, Chair of Seoul International Fair & Sustainable Tourism Forum Organizing Committee & CEO of Good Travel

**Panellists:**

**Dr. Rhee Jae-sung**, President & CEO, Seoul Tourism Organization, Republic of Korea

**Mr. Enver DUMINY**, CEO Cape Town Tourism, South Africa

**Mr. Nico MULDER**, Marketing Strategy Manager, Amsterdam Marketing, Netherlands

**Mr. Giovanni Andrea MARTINI**, President of Municipality of Venice, Italy

**Mr. Sergi MARÍ**, Manager of Tourism, Commerce and Markets, Barcelona City Council, Spain

**Q&A**

**13:00 – 13:20**

**Closing Session**

- **Technical Conclusions** by Ms. Sandra CARVAO, Chief, Tourism Market Intelligence and Competitiveness, UNWTO
- **Closing Remarks** by Mr. JOO Yong Tae, Director-General of Tourism and Sports Bureau of Seoul Metropolitan Government, Republic of Korea
- **Closing Remarks** by Mr. Shanzhong ZHU, Executive Director, UNWTO
- **Announcement of the host city for the 8<sup>th</sup> UNWTO Global Summit on Urban Tourism 2019**

**13:20 – 14:40**

**Farewell Luncheon hosted by Seoul Tourism Organization**

**15:30 – 19:00**

**Technical tours with various options are to be offered for all delegates and accompanying persons**

**Wednesday, 19 September, 2018**

**10:00 - 17:00**

**Technical tour for all delegates and accompanying persons**