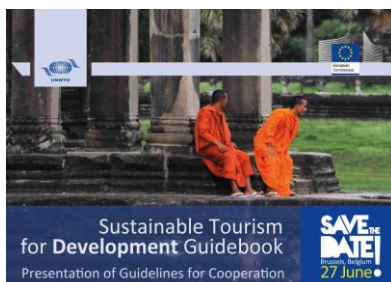




Official Launch

Guidebook "Sustainable Tourism for Development"



27th of June 2013 – 14 to 16pm
Building: Jozsef Antall, Room: 6Q1
European Parliament, Rue Wiertz 60, 1047-Brussels,

DG DEVCO has identified sustainable tourism as both an important sector and an engine for development. Tourism, however, should be carefully planned and managed in order to maximize its contribution to socio-economic growth, trade in services and linkages, job creation, empowerment of women and local communities, poverty reduction, among others, and to minimizing its negative social, cultural or environmental impacts.

The Guidebook is intended to enhance the understanding of tourism in all these dimensions, providing a methodology that enables the user to understand, assess and make an informed decision for support.

An interesting parallel is being drawn between the various dimensions of tourism and how it relates to the *Consensus for Development and EU Agenda for Change*. This could enable European Union (EU) services in Brussels and the EU Delegations in 180 countries and other development institutions to include sustainable tourism development in their programme cycles.

Entry Procedures:

Passports/IDs must be presented in order to enter the European Parliament premises. Those who do not possess a European Institution badge should communicate to icr@unwto.org their: Name, surname, ID/passport number, nationality and date of birth when confirming participation.



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Programme

Opening

Mr. Márcio Favilla Lucca de Paula, *Executive Director for Competitiveness, External Relations and Partnerships- World Tourism Organization*

Mr. Philippe Loop, *Head of Unit, Directorate-General for Development and Cooperation c4, Private Sector Development, Trade and Regional Integration– European Commission*

Enhancing capacities for Sustainable Tourism for development in developing countries

Sustainable Tourism, Responsible Tourism Initiatives Kerala, Kumarakom and Kovalan Experiences
Mr. Suman Billa, *Secretary, Kerala Tourism*

Tourism as a tool for development – The case of Senegal - Pilot country for the Guidebook
Mr. Tidiane Fassa, *Technical Adviser to the Minister, Ministry of Tourism and Recreation, Senegal (tbc)*

A guidebook for development stakeholders
Mrs. Zoritsa Urosevic, *Head, Institutional & Corporate Relations- World Tourism Organization*

Tourism as a tool for development

Tourism in Aid-for-Trade – the perspective of EIF
Mrs. Dorothy Tembo, *Executive Director- Enhanced Integrated Framework*

How Tourism can contribute for the development of other sectors – the case of Agriculture and the ACP countries
Mrs. Isolina Boto, *Manager, Technical Centre for Agricultural and Rural Cooperation Brussels Office (tbc)*

Questions and Answers