



TECHNICAL NOTES

The 10th UNWTO/PATA Forum on TOURISM TRENDS AND OUTLOOK

20-22 October 2016
Guilin, China

A. AIM OF THE CONFERENCE

Tourism is promoted as a key instrument for sustainable development. In the context of global-local dynamics coupled with mobilities and technologies, the role of tourism as a driver for smart, inclusive and sustainable growth is open to discussion from policy, academic, and industry perspectives. Building on reviews and reflections of the past years' events, the *10th UNWTO/PATA Forum on Tourism Trends and Outlook* is to address the theme of "Tourism 10:10 – Looking Back to Look Forward". Aiming as a platform for government officers, NGOs, industry practitioners, and academics to share their perspectives, research findings, and practices, this anniversary forum intends to deliver on the following objectives:

- To review and reflect upon past events and their implications for the future of tourism as a driver for smart, inclusive and sustainable growth of a destination community,
- To analyse and update global and regional trends and challenges for future tourism development, and
- To explore and formulate new problems for future research and practice on tourism as a key instrument for sustainable development.

B. PARTICIPANTS

- Senior management officials from National Tourism Administrations and National Tourism Organisations
- Research officials from National Tourism Administrations and National Tourism Organisations
- Practitioners from tourism industries (airlines, transport services, tour operators, hotels, destination marketers, information and communication technology professionals, social media and e-marketers, destination and tourism consultant companies, etc.)
- Academics from research institutes and universities, and postgraduate/research students in tourism and hospitality.

C. CONFERENCE METHODOLOGY

The two-day Conference will be divided into two generic sessions:

- a) The plenary session (on the first day) is open to a broad audience. This session, to be conducted by renowned international speakers, will be devoted to consensus building and knowledge synthesis in pertinence to the theme. Trends and issues for future research and practice will also be discussed.
- b) The technical session (on the second day) aims at a small audience. This session will provide practitioners and academics with a forum to exchange views and perspectives on various aspects of the theme. Success stories, trends and issues, as well as challenges will be exchanged with practices from worldwide destinations and/or source markets. The technical session will encompass academic, public and private sector perspectives on the forum theme, on the basis of which future research problems are formulated.