



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



TECHNICAL NOTES

The 11th UNWTO/PATA Forum on TOURISM TRENDS AND OUTLOOK

10-12 October 2017
Guilin, China

A. AIM OF THE CONFERENCE

Notably, 2017 is designated by the United Nations as “the International Year of Sustainable Tourism for Development”. In the context of global-local dynamics coupled with mobilities and technologies in both developed and emerging economies, the role of tourism as a driver or initiative for sustainable development is open to discussion from policy, academic, and industry perspectives. In light of the above, the *11th UNWTO/PATA Forum on Tourism Trends and Outlook* addresses the theme of “Sustainable Tourism: Beyond Being Green”. Aiming as a platform for government officers, NGOs, industry practitioners, and academics to share their perspectives, research findings, and practices, this year’s forum intends to deliver on the following objectives:

- To review and reflect upon 30 years of sustainable tourism research and practice, and to discuss their implications for the future of tourism as a strategy for sustainable development in a destination society or community,
- To analyse and update global and regional trends and challenges for sustainable tourism development, and
- To facilitate dialogues and knowledge exchange amongst industry practitioners, policymakers and academics so as to promote the initiative and ultimately help achieve the goal of tourism for sustainable development.



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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 eMarketers, 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 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 policymakers, practitioners and academics with a forum to exchange views and perspectives on various aspects of the theme. Best practices, trends and issues, as well as challenges will be exchanged with experiences from worldwide destinations and source markets. The technical session will encompass academic, public and private sector perspectives on the forum theme, on the basis of which implications for sustainable development are to be drawn.