

## 3rd UNWTO/UNESCO World Conference on Tourism and Culture: for the Benefit of All

Lütfi Kırdar International Convention and Exhibition Center  
Istanbul, Turkey, 3-5 December 2018

### Final Programme

#### Sunday, 2 December 2018

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- 10:00 – 20:00 Registration (Venue: Outside the main entrance of the Convention Center)
- 20:00 Welcome Reception for international participants at Hilton Hotel İstanbul Bosphorus (Venue: Ballroom)

#### Monday, 3 December 2018

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- 08:00 – 09:30 Registration (Venue: Outside the main entrance of the Convention Center)
- 09:30 – 10:00 **Opening Ceremony**
- Welcome remarks by H.E. Mr. Mehmet Nuri Ersoy, Minister of Culture and Tourism of the Republic of Turkey
  - Video message from Ms. Audrey Azoulay, Director-General, UNESCO
  - Welcome remarks by Mr. Zurab Pololikashvili, Secretary-General, UNWTO
- 10:00 – 10:20 **Keynote Speech** by H.E. Ms. Marie-Louise Coleiro Preca, President of Malta
- 10:20 – 10:30 Group photo for the Ministers and Vice-Ministers
- 10:20 – 11:00 Coffee Break



11:00 – 13:15 **Ministerial Segment** – Strengthening collaboration between tourism and culture stakeholders

The Ministerial Segment will bring together ministers of tourism and culture to share good practice examples on how policies can be aligned to accelerate the shift towards sustainable development, how countries around the world are supporting public-private partnerships and ways of strengthening tripartite collaboration between tourism, culture and community.

What actions are tourism ministers taking to achieve a healthy balance between tourism development and conservation interests? How can destinations ensure the needs of their communities are represented in tourism planning and management?

Moderator: Mr. Rajan Datar, Host of BBC Travel Show

- H.E. Ms. Nikolina Angelkova, Minister of Tourism of Bulgaria
- H.E. Ms. Madeleine Alingué, Minister of Tourism Development of Culture and Handicrafts of Chad
- H.E. Mr. Rufino Ndong Esono Nchama, Minister of Culture and Tourism, Equatorial Guinea
- H.E. Mr. Hamat N. K. Bah, Minister for Tourism and Culture of Gambia
- H.E. Mr. Elder De Jesus Suchite Vargas, Minister of Culture and Sports of Guatemala
- H.E. Mr. Edmund Bartlett, Minister of Tourism of Jamaica
- H.E. Mr. Najib Balala, Cabinet Secretary for Tourism and Wildlife of Kenya
- H.E. Mr. Lenn Eugene Nagbe, Minister of Information, Cultural Affairs and Tourism of Liberia
- H.E. Mr. Jean Brunelle Razafintsindraofa, Minister of Tourism of Madagascar
- H.E. Mr. Aleksandar Bogdanović, Minister of Culture of Montenegro
- H.E. Mr. Mohammed Sajid, Minister of Tourism, Air Transport, Handicrafts and Social Economy of Morocco
- H.E. Mr. Lai Mohammed, Minister of Information and Culture, Nigeria
- H.E. Mr. Ahmed Nassir Hamed Al Mahrizi, Minister of Tourism of Oman
- H.E. Ms. Nadia Arop Dudi, Minister of Culture, Youth and Sports of South Sudan
- H.E. Mr. Omer Suleiman Adam, Federal Minister of Culture, Tourism and Antiquities of Sudan
- H.E. Mr. Hamisi Andrea Kigwangwalla, Minister for Natural Resources and Tourism of the United Republic of Tanzania
- H.E. Mr. Weerasak Kowsurat, Minister of Tourism and Sports of Thailand
- H.E. Mr. Asaf Ademi, Minister of Culture of The former Yugoslav Republic of Macedonia
- H.E. Mr. Mehmet Nuri Ersoy, Minister of Culture and Tourism of Turkey
- H.E. Mr. Yevhen Nyschuk, Minister of Culture of Ukraine
- H.E. Ms. Stella Lugo, Minister of Tourism of Venezuela
- Mr. Rafiq Bayramov, Deputy Minister of Culture of Azerbaijan

**World Tourism Organization (UNWTO)** - A Specialized Agency of the United Nations

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- Mr. Tith Chantha, Permanent Deputy Minister of Tourism of Cambodia
- Mr. Jiří Vzíentek, Vice Minister of Culture of the Czech Republic
- Mr. Babacar Ba, Secretary-General at the Minister of Tourism of Senegal
- Mr. José Guerreiro Alves Primo, State Secretary for Tourism of Angola
- H.E. Shaikh Khaled Bin Humood AlKhalifa, CEO of Bahrain Tourism and Exhibitions Authority, Bahrain
- Mr. Jan Škoberne, State Secretary at the Ministry of Culture of Slovenia
- Ms. Eva Štravs Podlogar, State Secretary at the Ministry of Economic Development and Technology of Slovenia
- Ms. Isabel María Oliver Sagreras, Secretary of State for Tourism of Spain
- Ambassador Michael B. Christides, Secretary-General of the Organization of the Black Sea Economic Cooperation (BSEC)
- Mr. Pascal Lamy, Chairman of the World Committee on Tourism Ethics, UNWTO, and former Director-General of the World Trade Organization

13:15 – 14:45 Lunch (Venue: Rumeli Ballroom)

14:45 – 16:15 **Session 1** – Cultural tourism for sustainable and creative cities

This session examines how cities around the world, in particular those from the UNESCO Creative Cities Network, are taking innovative approaches and using cultural and creative sectors to achieve sustainable, inclusive and balanced development through cultural tourism.

How to harness creativity so to strengthen and innovate cultural tourism, and create synergy between them? How can creativity help safeguard the cultural heritage in cities, both tangible and intangible, while also constantly reinventing them? How can all stakeholders, including both tourists and local host communities and regions, benefit from cultural tourism in a sustainable way?

- Moderator: Ms. Denise Bax, Senior Programme Specialist, Cultural Policies and Development, Culture Sector, UNESCO
- Mr. Firuz B. Bađlkaya, President of Association of Turkish Travel Agencies and Acting Chairman of the Executive Board, İstanbul Convention Bureau
- Mr. Satoshi Uemura, Vice Mayor of Kyoto, Japan
- Ms. Gillian Wilkinson McDaniel, Principal Director Culture and Creative Industries Policy Division (Acting), Ministry of Culture Gender Entertainment & Sport, Jamaica
- Mr. Dominique Roland, Deputy Director-General of Innovation and Digital Development, Enghien-les-Bains, France
- Mr. Jiao Hui, Division Chief, Chengdu Municipal Commission of Commerce, China

16:30 – 17:00 Signing Ceremony of the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism

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17:00 – 18:00 Press Conference (Venue: Marmara room)

19:30 – 21:30 Gala Dinner at the Çırağan Palace Kempinski İstanbul (formal dress and upon invitation)

## Tuesday, 4 December 2018

10:00 – 11:15 **Session 2** – Responsible tourism as an ally for safeguarding Intangible Cultural Heritage (ICH)

This session will examine how through safeguarding, communities can recreate ICH through the process of intergenerational transmission so that their practices continue to respond to their environment and provide them with a sense of identity and continuity. It will further look at the contribution sustainable tourism can make to supporting the transmission of ICH to future generations, while creating products, services and experiences for visitors.

How can tourism, culture and local community stakeholders work together to ensure the dynamic and living nature ICH is respected and adequately interpreted? How can we ensure that increased tourism around an element of ICH does not lead to its decontextualisation? How can we ensure a positive role of tourism in this process?

- Moderator: Mr. Eugenio Yunis, Senior advisor to the Board of FEDETUR Chile and to the Board of the Chilean Hotel Association, and Member of the World Committee on Tourism Ethics, UNWTO
- Ms. Eva Štravs Podlogar, State Secretary at the Ministry of Economic Development and Technology of the Republic of Slovenia
- Mr. M. Öcal Oğuz, President of the Turkish National Commission for UNESCO and Chairman of the Intangible Cultural Heritage Expertise Committee
- Mr. Neville Poelina, Director, Uptuyu Aboriginal Adventures, Australia
- Mr. Amitava Bhattacharya, Founder Director, Banglanatak.com, India
- Mr. Ahmed Eiweida, Global Coordinator for Cultural Heritage & Sustainable Tourism, The World Bank

11:15 – 12:30 **Session 3** – Ensuring cultural tourism for all through digital transformation

This session will discuss the latest technology trends and advances in cultural tourism. It will also showcase examples of universal accessibility in this field, so enabling that culture and tourism can be equally enjoyed by all visitors, including those with disabilities and specific access requirements.

How can technology help address the challenges that cultural tourism stakeholders face? Which approaches are the most effective? And how do we ensure that the technology adequately represents the cultural heritage, without trivialising it?

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- Moderator: Mr. Paul Chaine, Head of Digital Development Department, Palace of Versailles
- Mr. Dominique Roland, Deputy Director-General of Innovation and Digital Development, Enghien-les-Bains, France
- Mr. Seyid Ali Demirer, Member of the Board, Turing, Turkey
- Ms. Claire Marie Foulquier, Policy and External Relations Manager, Google Arts & Culture
- Mr. Takahiro Handa, Manager, Information & Communication division, Toppan Printing Co., Ltd., Japan
- Mr. Antonio J. Ingelmo Sierra, Technical Expert, Accessible Technology Department, Fundación ONCE, Spain

12:30 – 12:45 **Istanbul Declaration on Tourism and Culture** (by Ms. Marina Diotallevi, Head of the Ethics, Culture and Social Responsibility Department, UNWTO)

12:45 – 13:00 Presentation of the venue of the 4<sup>th</sup> World Conference on Tourism and Culture

13:00 – 13:15 **Closing Session**

- Mr. Manuel Butler, Executive Director, UNWTO
- Mr. Xing Qu, Deputy Director-General, UNESCO
- Mr. Ahmet Haluk Dursun, Deputy Minister of Culture and Tourism of the Republic of Turkey

15:00 – 18:00 Technical Visit to Topkapi Palace, Hagia Sophia Museum and Basilica Cistern (for international participants)

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### Wednesday, 5 December 2018

10:00 – 13:00 Technical Visit to Topkapi Palace, Hagia Sophia Museum and Basilica Cistern (for international participants)