



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Date 11/10/2017

**International Conference on Promoting Sustainable Tourism, a Tool for Inclusive Growth and
Community Engagement in Africa**

16-18 November 2017

PROVISIONAL PROGRAMME

Thursday 16 November 2017

- 14:00-14:30 Registration of participants at the Government Complex (Lusaka)
- 14:30-16:30 **Technical workshop on Sustainable Tourism Development;
Challenges and opportunities for Africa**
- 18:00 Welcome cocktail

Friday 17 November 2017

- 08:00-09:00 - Registration of participants at the Government Complex (Lusaka)
- 09:00 - 09:30
- **Opening Ceremony**
 - Welcome remarks by Hon. Charles Romel Banda, Minister of Tourism and Arts, Republic of Zambia
 - Welcome remarks by H.E Taleb Rifai, Secretary General of the World Tourism Organization (UNWTO)
**Screening of the UNWTO campaign video
Travel.Enjoy.Respect**
 - Welcome remarks by Special Ambassadors of the IY2017
 - Welcome remarks by a High-Level Representative of Zambia (tbc by Zambia)
- 09:30-09:45 - **Coffee break**

09:45-11:15 Ministerial Dialogue: Tourism, Inclusive Growth and Sustainable Development in the African context

The Ministerial Dialogue will address the policy and governance frameworks necessary to foster sustainable development models to support responsible and inclusive tourism that contribute to the socio-economic development of host communities, promote wildlife tourism and generate resources for the safeguarding of tangible and intangible heritage. It will also look into the issue of visas and travel facilitation issues that are relevant for intra- regional and international tourism in Africa.

screening of a Thank-you video of the Official Sponsors of the IY2017

- H.E. Mr. Taleb Rifai, UNWTO Secretary-General
- Hon. Charles Romel Banda, Minister of Tourism and Arts Republic of Zambia
- Ministers of Tourism from the region (tbc by UNWTO)
- **Moderator: (tbc)**

11:15-11:25 African Caravan on Sustainable and Responsible Tourism
Intervention by Morocco (tbc)

- 11:25-12:30** **Panel 1**
Public Private Partnership: A Strategic Approach for Developing Sustainable, Quality and Innovative Tourism Products in Africa
- H.E. Amb. Humphrey Chibanda- Zambia Permanent Representative to the UNWTO
 - Mr. Henry Sakala. Director Public Private Partnership Unit State House , Zambia
 - High-level officials on Tourism from the region (tbc)
 - High-level Representatives of the private sector from the region and local communities
 - Moderator: (tbc)

12:30-13:30 - Lunch offered by the Ministry of Tourism and Arts of Zambia

- 13:30-15:00** - **Panel 2**
The role of Technology in and for Tourism Development
Panellists (tbc)
- **Moderator: (tbc)**

- 15:00 – 16:30** **Panel 3**
Wildlife conservation and community engagement
- High-level officials (National parks/protected areas tbc)
 - Panellists (tbc)
 - **Moderator: (tbc)**

16:30-16:45 **Coffee Break**

16:45 – 17:00 - **Conclusions and wrap up presented by Mr. Márcio Favilla L. de Paula**

	- UNWTO Executive Director, Operational Programmes and Institutional Relations
17:00-17:15	- Adoption of the declaration on Promoting Sustainable Tourism Development, a Tool for Inclusive Growth and Community Engagement in Africa - Presented by H.E. Mr. Taleb Rifai, UNWTO Secretary-General & Hon. Charles Banda, Minister of Tourism and Arts, Republic of Zambia
17:15	- End of the conference
19:00	- Gala Dinner (tbc by Zambia)
<u>Saturday 18 November 2017</u>	
08:45	Seating of all the VIPS (tbc by Zambia)
09:00-09:30	Kick-off of the Pamodzi Carnival (tbc by Zambia)
09:30-12:00	Visit of stands/exhibition (tbc by Zambia)
12:00-13:00	Lunch offered by the Ministry of Tourism and Arts of Zambia (tbc by Zambia)
Afternoon at leisure	