



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



PROVISIONAL PROGRAMME

The World Tourism Organization, Government of Jamaica,
World Bank Group and Inter-American Development Bank

Global Conference on Jobs & Inclusive Growth: Partnerships for Sustainable Tourism

In collaboration with:



Tourism greatly contributes to inclusive growth and jobs, representing around 10% of global GDP and one out of eleven jobs worldwide. This global conference aims to catalyze the potential of tourism's contribution to the 2030 Agenda by strengthening partnerships for development.

Organized in the context of the International Year of Sustainable Tourism for Development, this conference will bring together world leaders from the tourism industry along with governments and international development organizations to design an international road map for inclusive economic growth and social development via tourism.

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PRELIMINARY PROGRAMME

Monday, 27 November 2017

Session: The Future of Tourism in the Caribbean Region

Co-sponsored by the Caribbean Tourism Organization and the Caribbean Hotel and Tourism Association

- 8:00 – 8:30 **Registration**
- 9:00 – 9:05 **Chairs of the Scientific Programme**
- 9:05 – 9:10 **Representative of CTO (TBD)**
- 9:10 – 9:15 **Representative of CHTA (TBD)**
- 9:15 – 9:20 **Representative of OAS (TBD)**
- 9:20 – 9:25 **Representative of UNWTO (TBD)**
- 9:25 – 9:30 **H.E. Mr. Edmund Bartlett, Minister of Tourism and Entertainment, Jamaica & Introduction of the Keynote Speaker**
- 9:30 - 10:15 **Keynote 1: The Future of Tourism in the Caribbean Region**
 - Dr. Eduardo Fayos Sola, President, Ulysses Foundation
- 10:15 – 10:30 **Coffee Break**

10:30 – 12:00 **Concurrent Panel Sessions**

Session 1: Tourism and Sustainability: Threats, Risks and Challenges

Moderator: Dr. David Jessop, Consultant and Editor, Caribbean Insight and Cuba Briefing (TBC)

Session 2: Policy and Governance: Trends and Issues at National, Regional and Local Levels

Moderator: Mr. Alan Chastenet, Prime Minister of St. Lucia (TBC)

Session 3: Talent Development and Human Capital Trends

Moderator: Mr. Vincent Vanderpool-Wallace, Former Minister of Tourism of the Bahamas and Former President of the Caribbean Tourism Organization

Speaker(s):

- Mr. Omar Robinson, President, JHTA (TBC)

Session 4: The Future of Indigenous Tourism (TBC)

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12:00 – 13:00 **Lunch Break**

13:00 – 13:30 **Keynote 2: Outlook for outbound Chinese tourism in the Caribbean**

- Mr. Xu Jing, Executive Secretary of the General Assembly and the Executive Council, UNWTO

13:30 – 15:00 **Fireside Discussion 1: Disaster Preparedness, Management and Mitigation and the future of tourism**

- Mr. Richard Campbell, Chief, Office of Tourism OAS (TBC)
- Representative of IDB (TBD)
- Representative of CARICOM

15:00 – 16:30 **Concurrent Panel Sessions**

Session 5: Tourism Networks: Gastronomy, Shopping, Cities, Health/Wellness, Knowledge, Entertainment/Sports, others

Moderator: Dr. David Jessop, Consultant and Editor, Caribbean Insight and Cuba Briefing (TBC)

Speaker(s):

- Dr. Lisa Indar, Programme Manager, Tourism & Health Programme, CARPHA (TBC)

Session 6: Science, Technology, Innovation in Tourism

Moderator: H.E. Mr. Andrew Wheatley, Minister of Science, Energy and Technology, Jamaica (TBC)

Session 7: Caribbean tourism within the context of the Americas

Moderator: Mr. Hugh Riley, Secretary General & Chief Executive Officer at Caribbean Tourism Organization (TBC)

- Hon. Herbert John Maginley, Minister of Tourism & Civil Aviation & Culture, Government of Antigua & Barbuda (TBC)
- Representative of CARICOM (TBD)
- Representative of IDB (TBD)
- Representative of OAS (TBD)

16:30 – 17:00 **Pre-programme Conclusions and Closing Remarks**

- Dr. Donald Hawkins, Professor Emeritus of Management & Tourism Studies, George Washington University

19:00 – 22:00 **Welcome Reception, Falmouth Cruise Ship Pier, Trelawny**

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Tuesday, 28 November 2017

Master of Ceremonies: TBD

8:00 – 8:30 Registration & Welcome Coffee

8:30 – 8:45 Opening Ceremony

- H.E. Mr. Taleb Rifai, Secretary-General, UNWTO
- H.E. Mr. Edmund Bartlett, Minister of Tourism and Entertainment, Jamaica

8:45 – 9:00 Welcoming Remarks

- Mrs. Gloria Guevara, President and CEO, WTTC
- Mr. Alexandre Meira da Rosa, Vice President for Countries, IDB (TBC)
- Representative from World Bank Group (TBD)
- Representative from Chemonics (TBD)
- Representative from GWU (TBD)

9:00 – 9:30 Entertainment

9:30 – 10:00 Special Address

- H.E. Mr. Andrew Michael Holness, Prime Minister, Jamaica

10:00 – 10:15 Coffee Break

10:15 – 10:30 Presentation of the UNWTO Tourism for Development Report on the occasion of the International Year

- Mr. Carlos Vogeler, Executive Director for Members Relations, UNWTO

10:30– 10:45 Presentation of the UNWTO Affiliate Members Report on Inclusive Tourism prepared in collaboration with Globaldit

- Mr. Carlos Vogeler, Executive Director for Members Relations, UNWTO
- Mr. Tono Franco, Founder, Globaldit

10:45 – 11:45 Plenary 1: Collaborating for Success: Public Private Engagement Mechanisms for Tourism Development & Growth

Ministers & CEO's share their experiences on the keys, pitfalls and myths to successful collaboration between the public and private sector on tourism development. The focus will be on replicable collaboration and partnership models in such areas as infrastructure, development finance, large-scale asset management and service delivery. The panel will also explore public –private engagements that deliver socio-economic benefits for local communities, while providing governments with options enabling development of new niches, assets and regions.

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Moderator: Mr. Carlos Vogeler, Executive Director, UNWTO

- H. E. Mrs. Sandra Howard Taylor Deputy Minister of Tourism, Ministry of Trade, Industry and Tourism, Colombia
- Mr. Michael Frenzel, President, Federal Association of the German Tourism Industry (BTW)
- Mr. José Manuel Soria, Former Minister of Energy, Industry and Tourism of Spain
- Mr. Adam Stewart, CEO, Sandals Resort (TBC)
- H.E. Ms. Lina Mazhar Annab, Minister of Tourism and Antiquities Ministry of Tourism and Antiquities, Jordan (TBC)

11:45 – 13:00

Plenary 2: From Board Room Decisions to Destination Development - Industry Leaders Discuss the Key Elements to Successful Investments

From airlines to airport management, ports to cruise operations and hospitality to tour operations private sector leaders discuss emerging trends, disruptive technology, and key drivers of growth in investments and arrivals over the coming 10 years.

Moderator: Dr. Donald Hawkins, Professor Emeritus of Management & Tourism Studies, George Washington University

- Mr. Rafael Echevarne, CEO, MJB Airports (TBC)
- Mr. Jared Harkham, Vice President, ICF International
- Mr. Frank Rainieri, President and Founder Punta Cana Group
- Mr. Nicola Villa, Senior Vice President, Public Private Partnerships, Mastercard, Spain
- Mr. Chris Seek, Director, Tourism Cares (TBC)
- Mr. Clark Stevens, Director of Government Affairs & Strategic Partnerships Airbnb (TBC)

13:00 – 14:15

Lunch Break

14:15 – 15:15

Fireside Discussion 2 - Smart Destinations Partnerships for Sustainable Tourism: Catalysts for Inclusive Growth and Job Creations

15:15 – 16:30

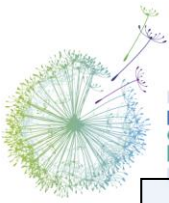
Concurrent Panel Sessions 1: Best Practices & Lessons Learned & Recommendations, 5 Deep Dives into the Core Themes of Tourism Development

Executives, development practitioners, and community leaders will deliver moderated roundtables that focus on the five main themes of the International Year of Sustainable Tourism Development. Introductory presentations will be followed by interactive sessions aimed at sharing and debating best practices. Attendees should come prepared to discuss their own experiences and challenges.

Session 1: Inclusive and sustainable economic growth

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Moderator: Dr. Kristin Lamoureux, Visiting Professor of Tourism & Hospitality Management, Virginia Tech University, United States (TBC)

- Mrs. Carla Bush, Executive Secretary, Secretaria de Integración Turística Centroamericana (SITCA) (TBC)
- Mr. Javier Cortes, Head, Local Networks, Americas, UN Global Compact (TBC)
- Representative from the Economic Growth Council (TBC)

Session 2: Social inclusiveness, employment and poverty reduction

Moderator: Representative from ILO (TBC)

- Mr. Trevor Benson, Director, Food Tourism Development & Innovation, Culinary Tourism Alliance
- Mr. Donald Roberts, Head, Hugh Lawson Shearer Trade Union Education Institute
- Mr. Brian Samuel, Public-Private Partnerships Coordinator, Caribbean Development Bank

Session 3: Resource efficiency, environmental protection and climate change

Moderator: Dr. François Bédard, University of Quebec at Montreal, Canada (TBC)

- Mr. Brian App, Director, Chemonics International
- Mr. Charles Arden-Clarke, Head, 10YFP, UNEP Division of Technology, Industry and Economics
- Prof. Michael Taylor, Senior Lecturer, University of the West Indies
- Mr. Malraj B. Kiriella, Director General, Sri Lanka Tourism Development Authority, Sri Lanka

Session 4: Cultural values, diversity and heritage

Moderator: Professor Ian Boxill, Dean, Faculty of Social Sciences UWI (TBC)

- Ms. Halle Butvin, Director of Cultural Sustainability Initiatives, Smithsonian Center for Folklife and Cultural Heritage
- Mr. Carlos Quintella, Chief of Party, Mozambique, Chemonics International (TBC)
- H. E. Ms. Olivia Grange, Minister of Culture, Gender, Entertainment and Sports (TBC)
- Mr. Tarik Sadik, Directeur de la Stratégie et de la Coopération chez Ministère du Tourisme, Ministère du Tourisme, Morocco (TBC)

Session 5: Mutual understanding, peace and security

Moderator: Mrs. Seleni Matus, Executive Director, International Institute of Tourism Studies, George Washington University (TBC)

- Mr. Lou D'Amore, Founder and President, International Institute for Peace through Tourism
- Major General Anderson, First national security advisor, Government of Jamaica (TBC)
- Hon. Mrs. Shamfa Ashaki Cudjoe, Minister of Tourism, Trinidad and Tobago (TBC)

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16:30 – 18:00 Plenary 3: Reflections on IY2017 and the way forward

With the International Year of Sustainable Tourism for Development (IY2017) coming to an end, it is time to take stock of the main results and highlights together with some of the Year's main protagonists such as Special Ambassadors, IY2017 partners and other stakeholders. It is also the right time to look towards the future and reflect on how to keep the strong momentum for tourism for development alive, building on the IY2017 achievements. The potential role of tourism in promoting sustainable development and in achieving the Sustainable Development Goals is crystal clear. To maximize tourism's potential, how can we make sure that the necessary ideas, partnerships and financial resources are made available?

Moderator: Ms. Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO

- Ms. Cordula Wohlmuther, Head of Institutional Relations and Resource Mobilization, UNWTO
- Mr. Hakuhiro Ishii, CEO, All Nippon Airways
- Ms. Daniela Foster, Hilton Worldwide, IY2017 Official Sponsor
- Mr. Nicola Villa, MasterCard, IY2017 Official Partner
- Mr. Haitham Mattar, Ras Al Khaimah Tourism Development Authority, IY2017 Official Sponsor (TBC)
- Dr. David Ermen, Senior Manager, Lodging and Tourism Clients Group, PwC (TBC)
- Representative of IDB (TBC)

19:30 – 22:00 Gala Dinner & Awards Ceremony with Keynote Speaker

Wednesday, 29 November 2017

08:45 – 09:30 Keynote: Job Creation and Inclusive Growth through PPP, The Jamaican Linkages Experiences

9:30 – 11:00 Plenary 4: From Technical Assistance to Financing – the Multiple Dimensions of Tourism at the MDBs

The Multilateral Development Banks and their clients pair up in a Ted Talk driven session that will explore the instruments, approaches, and requirements for financing large and small scale tourism development projects. The moderated discussion that follows the Talks will engage the audience and experts on ways to scale up and standardize these models to broaden work in the tourism sector.

Moderator: TBC

- Mr. Damien Shiels, Global Product Specialist for the services sector in the Trade & Competitiveness Global Practice (T&C), World Bank Group
- Dr. Williams Warren Smith, President, Caribbean Development Bank
- Mr. Earl Jarrett, CEO, Jamaica National Group (TBC)
- Representative of IFC (TBD)
- Representative of CAF (TBD)

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11:00-12:30

Concurrent Panel Sessions 2: Public-private Partnerships

Presentation of public-private partnership from various countries along the following themes:

Session 5: Tourism infrastructure

Moderator: Mr. Earl Jarrett, CEO, Jamaica National Group

- Mr. Milverton Reynolds, Managing Director, Development Bank of Jamaica (TBC)

Session 6: Privatization (e.g. parks, heritage, airports, etc.)

Moderator: Mr. Preston Motes, Director of the Middle East region, Chemonics

- Mr. Jeff Wuorinen, Sr. Vice President, Chemonics International
- Prof. Geoffrey Lipman, President, International Council of Tourism Partners (ICTP)
- Mr. Paul B. Scott, President, Private Sector Organization of Jamaica (TBC)

Session 7: Medium and Small Tourism Entities

Session 8: Visitor Services & Destination Management

Moderator: Representative of UCC/DMC

- Mr. Salvador Antón, Professor of Regional Geographical Analysis, Rovira i Virgili University,
- Mr. Bruce Redor, Partner – Europe, Middle East and Africa, Gaining Edge (TBC)
- Mr. Steve Paganelli, Head of Destination Marketing, Americas, TripAdvisor (TBC)

Session 9: Education, Training & Innovation

Moderator: H. E. Mr. Ruel Reid, Jamaica Minister of Education, Youth and Information (TBC)

- Mr. David Chapman, Director General, WYSE
- Mrs. Brianda Lopez, Head of Programmes, Standards & Sustainability (PSS), Hostelling International
- Mr. Ed Kastli, Vice President, International Sales American Hotel & Lodging Educational Institute
- Mr. Michael Nazzal, Chairman, Jordan Hotel Association, Jordan
- Dr. Joseph Ruddy, Team Leader, USAID Building Economic Sustainability Through Tourism (USAID BEST)
- Dr. Phillip Brown, Principal, Sandals Corporate University (TBC)
- Mr. David A. Rodriguez, Executive Vice President & Global Chief HR Officer, Marriott International, U.S.A (TBC)
- Mrs. Carol Rose Brown, CEO, Jamaica Centre for Tourism and Innovation, Jamaica (TBC)

13:00-14:00

Lunch

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14:00-15:00 Plenary Session 5: Cozumel: Partnerships in Action

Moderator: Mr. Jeff Wuorinen, Sr. Vice President, Chemonics International

- Mr. James Sano, Vice President, Travel, and Conservation, World Wildlife Fund (TBC)
- Mr. Michael Bayley, CEO, Royal Caribbean (TBC)
- Mr. Jose Manuel Fröhling, Advisor, Private Sector Cooperation, Tourism, GIZ (TBC)

15:00–16:00 Plenary 6: Delivering Change & Impacts - Donor Funded Programs that balance scale, sustainability, & inclusion

A panel of bi-lateral donor agencies will discuss case studies of tourism programs will describe that have delivered impact at scale while balancing growth with environmental sustainability and social inclusion. The panel will also tackle broader topics on the constraints to scaling up bilateral funding and how tourism projects can effectively compete for limited resources with other development priorities.

- **Moderator:** Ms. Cordula Wohlmuther, Head of Institutional Relations and Resource Mobilization, UNWTO
 - Mrs. Salli Felton, Chief Executive, Travel Foundation
 - Mr. Jose Manuel Fröhling, Advisor, Private Sector Cooperation, Tourism, GIZ (TBC)
 - Ms. Karen Hilliard, Mission Director, USAID
 - Mr. Vincent Vanderpool-Wallace, Founder, Bedford Baker Group
 - Mr. Jorge Moreira, Director of the Development Co-operation Directorate, OECD (TBC)
 - Mr. Brett Tollman Founder and Director of the Travel Foundation The TreadRight Foundation (TBC)
 - Representative of the Austrian Development Agency (TBC)
 - Representative from Japan International Cooperation Agency (JICA) (TBD)
 - Representative from the department for International Development (DFID –UK) (TBC)

16:00 – 16:45 Results of the concurrent sessions and Participant Voting on Priority Recommendations

16:45 – 17:30 Conclusions: UN IY2017Recommendations & Montego Bay Declaration

17:30 – 17:45 Closing Remarks

- Representative from UNWTO
- Representative from the Government of Jamaica

17:45 – 18:00 Keynote Speaker

18:00 – 19:00 Press Conference

20:00 – 23:00 Farewell Jamaican Party

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Private Activities

Thursday, 30 November 2017

8:00 – 10:00 Meeting of the Affiliate Members

Post Conference Technical Tours

Three sets of technical tours have been prepared with a view to engage donor and funding institutions and also include delegates. Only 35 participants can be accommodated for each tour. The tour will start at 07:45 a.m.

- **Rasta Indigenous Village**

Visit with Jamaica's Rastafari people. Warm and welcoming, they are happy to share with you their values of equality, healthy living and connectedness with nature. Tour an organic vegetable and herb garden and learn more about why the Rastafari choose to follow a vegan diet.

(Include Wet Wear - Likely walk through river)

<https://www.rastavillage.com>

07:45 Assemble at Conference Hotel

07:50 Depart Conference Hotel

08:30 Arrive at Rasta Indigenous Village – Introduction to History of Rastafari, Walk through the River, Edu-tour of Village, Sampling of foods, Tour of Vegetable and Herb Garden

13:00 Return to Conference Hotel

(Snack Packages will be prepared for participants)

- **Cockpit Country Adventure Tours**

Amazing discoveries above and below ground at a unique ecological sight known for its biodiversity and high species endemism. It is habitat for Jamaica's 28 endemic bird species and hosts several migratory species, a site of caves and rivers. As the location of many of the first Maroon settlements and the battlefield and ally for Maroon fighters in Jamaica's earliest independence struggles, Cockpit Country is one of the final bastions for the old-time culture of the Jamaican countryside. The rich heritage and natural history is kept alive today in crafts, food, art, music and humanity of Cockpit Country's residents. Experience authentic eco-tourism with Cockpit Country Adventure Tours.

(Include Wet Wear - Likely visit to river)

<https://www.stea.net>

07:45 Assemble at Conference Hotel

07:50 Depart Conference Hotel

09:50 Arrive at Cockpit Country – Visit Caves, Underground Aquifers, Experience the diverse flora and fauna

14:00 Return to Conference Hotel

(Snack Packages will be prepared for participants)

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○ **Bunkers Hill Cultural X-perience & River Tour:**

Come and enjoy an unforgettable experience, enjoy the cascading waterfalls, view the writing and carvings of the Taino in the caves and visit the hideout of chief of the Maroons Cudjoe and his followers in the 18th century. You may also sample a taste of the mouth-watering dishes and delicious juices which are prepared from some of the produce supplied by local community members.

(Include Wet Wear - Likely visit to river)

<https://www.facebook.com/Bunkers-Hill-Cultural-Xperience-River-Tour->

07:45 Assemble at Conference Hotel

07:50 Depart Conference Hotel

09:30 Arrive at Bunkers Hill – Visit Caves, Waterfall, Experience, Encounter the rich cultural heritage and maroon experience **(15 minute hike to cave with some steep slopes)**

14:00 Return to Conference Hotel

(Snack Packages will be prepared for participants)

16:00 – 22:00

Gastronomy Event (by Invitation only)

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