



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## Global Conference on Jobs and Inclusive Growth: Partnerships for Sustainable Tourism

*An official event of the International Year of Sustainable Tourism for Development 2017*

*in collaboration with:*



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Montego Bay Convention Centre, St. James, Jamaica, 27-29 November 2017

### PRELIMINARY PROGRAMME

**Monday, 27 November 2017**

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#### **Introductory Session:**

#### **The Future of Tourism in the Caribbean Region**

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

**Master of Ceremonies: Peter Greenberg**, Travel Editor, CBS News, and Multiple Emmy-winning Investigative Reporter and Producer

**8:30 – 9:10 Welcome Greetings and Introduction of Keynote Speaker**

- **Edmund Bartlett**, Minister of Tourism, Jamaica

**9:10 – 9:40 Keynote: The Future of Tourism – Innovation Challenges in the Caribbean Region**

- **Eduardo Fayos-Solá**, Senior Adviser, IITS George Washington University

**9:40 – 10:30 Overview Session - The Future of Tourism**

**Moderator: Lloyd Waller**, Senior Advisor to the Minister of Tourism, Jamaica

- **Dionisio D'Aguilar**, Minister of Tourism and Aviation for the Bahamas and Chairman, CTO
- **Karolin Troubetzkoy**, President, CHTA
- **Virginia Messina**, Director, Caribbean Recovery Taskforce, WTTC
- **Carlos Vogeler**, Executive Director, UNWTO
- **Abel Matutes**, Director General, Palladium Hotel Group

**10:30 – 10:45 Coffee Break**

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## 10:45 – 11:50 Concurrent Panel Sessions

### Session 1: Tourism and Sustainability – Threats, Risks, Opportunities and Challenges

**Moderator:** David Jessop, Consultant, Caribbean Council

- **Seleni Matus**, Executive Director, International Institute of Tourism Studies, George Washington University – *'Report on the Sustainability of Tourism Destinations in Caribbean'*
- **Jake Kheel**, Vice President, Grupo Puntacana Foundation – *'The Keys to Sustainable Tourism'*
- **Lisa Indar**, Head, Regional Tourism and Health Programme, Caribbean Public Health Agency – *'Improving Safer, Healthier and Sustainable Tourism through the Regional Tourism and Health Programme'*
- **Martha Honey**, Executive Director, Center for Responsible Travel (CREST) – *'Lessons Learned from 50 Years from Large Scale Cruise Tourism in the Caribbean'*
- **Elecia Myers**, Project Coordinator, Ministry of Tourism, Jamaica – *'Theocentrism and pro-environmental values in the context of tourism in the Caribbean'*

### Session 2: Current Trends in Indigenous Tourism

**Moderator:** Louis D'Amore, Founder and President, International Institute for Peace through Tourism

- **Judy Karwacki**, President, Small Planet Consulting (SPC) – *'Raising Indigenous and Community Tourism: Building economy in emerging destinations using the Indigenous market ready broach.'*
- **Casey Vanden Heuvel**, Chief Operating Officer, Indigenous Tourism Association of Canada (ITAC) – *'Raising our Voices: Building economy through Indigenous tourism and community stories.'*
- **Susan Otuokon**, Executive Director, Jamaica Conservation and Development Trust, University of the West Indies – *'Indigenous Communities (Maroons) in the Blue and John Crow Mountains'*
- **Edward Wray**, Owner, Rastafari Indigenous Village – *'Inherent Complexities, Conflicts and Confusions in the Concept of indigenous Tourism; Case Study: 'The Rastafari Village, Montego Bay'*
- **Clive Muir**, Associate Professor, Rusche College of Business, Stephen F. Austin State University – *'Anancy's House: Developing a Folklore Centre to Enhance Rural Tourism'*
- **Jamie Sweeting**, President, Planeterra Foundation

### Session 3: Talent Development and Human Capital Trends

**Moderator:** Vincent Vanderpool-Wallace, Former Minister of Tourism, Bahamas and Former Secretary General of the Caribbean Tourism Organization

- **Elizabeth Mackay**, Lecturer, University of the West Indies, Centre for Hotel and Tourism Management, Bahamas; **Shaun D. Ingraham**, Chief Executive Officer, One Eleuthera Foundation – *'One Eleuthera Foundation: From Shared Vision to Inclusive Development - Building Partnerships for Sustainable Tourism Development'*
- **Nigel Cooper**, Chairman, College of Business & Management, Consulting Committee and Programme Director, School of Hospitality and Tourism Management, University of Technology – *'Is the Caribbean Tourism Market Missing out on Pet Tourism?'*
- **Gaunette Sinclair-Maragh**, Associate Professor, University of Technology – *'Sustainable Development of Protected Areas for Ecotourism: A Case of the Portland Bight, Jamaica'*
- **Auliana Poon**, Managing Director/ Director, Tourism Intelligence International/ Tourism Intelligence Academy - *'Innovation and the Future of Caribbean Tourism'*
- **Babu P. George**, Associate Professor, Fort Hays State University, USA, Tony L Henthorne, Professor, University of Nevada Las Vegas and Anjaneya Swami, G. Pondicherry University, India - *'The Effectiveness of Unique Selling Propositions in Promoting Tourism in the Caribbean Region'*

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#### Session 4: Community Tourism

**Moderator: Andrew Spencer**, Executive Director, Tourism Product Development Company

- **Olivene Burke**, Lecturer, University of the West Indies Mona; **Pauline Milwood**, Assistant Professor, Penn State University; **Tarik Weekes**, Research Officer, Institute for Criminal Justice – ‘Sustainability Community Based Tourism: A Fit for Purpose’ Model for Rural and Urban Enterprises’
- **Ian Boxil**, Dean, Faculty of Social Sciences, University of the West Indies Mona; **Deborah Fletcher**, Research Associate, Centre for Tourism and Policy Research, University of the West Indies and **Majorie Segree**, Research Associate, Centre for Tourism and Policy Research, The University of the West Indies – ‘Towards a More Sustainable Tourism in the Historic Town of Falmouth, Jamaica’
- **Beverly Stewart**, Tourism Specialist, Jamaica Social Investment Fund - Jamaica's JSIF/The World Bank Group, Community Tourism Journey – ‘The Jamaica Social Investment Fund's Rural Economic Development Initiative (REDI)’
- **Hugh Hough**, President and Founder, Green Team Global Inc. – ‘The Wide-Reaching Benefits from the Growth of Community Tourism’
- **Christine Marrett**, Senior Programme Officer, Office of the Pro-Vice-Chancellor Global Affairs, University of the West Indies - ‘Reflections on the development of The Treasure Beach Destination Management Organisation (DMO) Limited from a cluster development project’

#### 12:00 – 13:00 Lunch Break Presentation: Outlook for Outbound Chinese Tourism in the Caribbean

- **Xu Jing**, Regional Director for Asia and the Pacific, UNWTO

#### 13:10 – 14:00 Roundtable Discussion: Multi-destination Tourism in the Caribbean - Current Trends and Future Prospects

**Moderator: Allen Chastanet**, Prime Minister, St. Lucia

- **Edmund Bartlett**, Minister of Tourism, Jamaica
- **Dominic Fedee**, Minister of Tourism Information and Broadcasting, St. Lucia
- **Francisco J. Garcia**, Minister of Tourism, Dominican Republic

#### 14:00– 15:05 Concurrent Panel Sessions

##### Session 5: Tourism Networks – Creating Linkages, Reducing Leakages

**Moderator: Adam Stewart**, Deputy Chairman & CEO, Sandals Resorts International

- **Anne Crick**, Senior Lecturer, Mona School of Business & Management, University of the West Indies Mona; **Janet Crick**, M.A, Tour & Creative Experience Director, Jamaica Culinary Tours, Falmouth Jamaica – ‘Challenges & Opportunities in Gastronomy Tourism: Finding the Sweet Spot’
- **Lisa Neirotti**, Associate Professor & Director, Sports Management Programs & MTA, George Washington University; **Paulton Gordon**, Director, Community Service and Development, University of Technology – ‘Strategies to Optimize Sports Tourism Opportunities for Sustainable Development in the Caribbean’
- **Larisa McBean**, Graduate Student, University of Birmingham – ‘Sports Tourism as a Vehicle to Sustainable Development: An investigation into the Opportunities and Challenges to the Development of Sports Tourism in Jamaica’
- **Simone Harris**, Senior Tourism Network Strategist, Tourism Linkages Network, Ministry of Tourism; **Jamaica Lloyd Laing**, Technical Director, TechStart, ‘Prototype for Smart Attractions in Jamaica: Devon House-One of Jamaica's celebrated Historic Landmarks’

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### Session 6: Science, Technology, Innovation in Tourism

**Moderator: Trevor Forrest**, Senior Advisor to the Minister of Science, Energy and Technology, Jamaica

- **Caroline Couret**, Founder & Director, Creative Tourism Network – ‘The creative tourism as a lever for the territorial development’
- **Pauline Milwood**, Assistant Professor, Penn State University; **Olivene Burke**, Executive Director, Mona Social Services, University of the West Indies Mona; **Tarik Weekes**, Research Officer, Institute for Criminal Justice – ‘Social Innovation & Development of Urban Spaces: In Search of a Model for Sustainable Tourism’
- **Ramona Bavassano**, Founder, Jammadda Permacultural Ecovillage, International Consultant on Human Sustainable Development – ‘Jamadda Permacultural Park in Treasure Beach Jamaica’
- **Shinique Walters**, Gender Monitoring and Evaluation Specialist, USAID-CARCEP, ‘Energy conservation in the tourism industry and its impact on sustainable development’
- **Maria Myers-Hamilton**, Transformation Leader, eGov Jamaica Ltd, ‘Change Management Consultant, Using advanced ICTs to train tourist workers: Challenges and Possibilities’

### Session 7: Caribbean Tourism within the Context of the Americas

**Moderator: Hugh Riley**, Secretary General and CEO, CTO

- **Allan Fyall**, Endowed Professor of Tourism Marketing, University of Central Florida; **Roberta Atzori**, Assistant Professor, Sustainable Hospitality Management, California State University-Monterey Bay – ‘Rising Sea Levels: Time for Proactive Action in Florida and the Caribbean’
- **Chloe Helen Bent** - Doctoral Researcher, University of Birmingham – ‘The Cultural Heritage Brand of Treasure Beach: How can we address the need for community consultation?’
- **Apirada Chinprateep**, Assistant Professor, Department of Development Economics, National Institute of Development Administration – ‘Value Creation of Tourism Sector: In the case of 10 ASEAN Economies, applies to Jamaica’
- **Andrea Saayman**, Professor, School of Economics, North-West University; **Melville Saayman**, Research Director, Tourism Research in Economic Environs and Society (TREES), North-West University – ‘Scuba Diving and Sustainable Tourism Developed in a less developed country’
- **Locksley G. M. Henry**, Programme Director and Lecturer, University of Technology - ‘Sustainable Tourism, Ethics, and Social Responsibility: Caribbean Quo Vadis?’

### Session 8: Micro, Small and Medium Size Tourism Enterprises and the Future

**Moderator: Carey Wallace**, Executive Director, Tourism Enhancement Fund

- **Noelle Nichols**, Jamaican-Bahamian, owner of The Domestic Tourist and several other small companies
- **Carolyn Riley**, Head, Tourism Linkages Network, Ministry of Tourism, Jamaica
- **Christopher Jarrett**, CEO, Altamont Hotels
- **Omar Robinson**, President, Jamaica Hotel and Tourism Association (JHTA)
- **Lisa Bell**, Managing Director, EXIM Bank
- **Ian Dear**, CEO, Margaritaville Caribbean Group (MCG)

15:05 – 15:15 **Coffee Break**

15:15 – 18:00 **Special Session on Building Resilience: Supporting Caribbean Tourism to Prepare, Manage and Recover from Crises**

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Building resilience in the face of natural disasters is both a humanitarian and economic necessity, especially for regions like the Caribbean where tourism is a major source of income and fuels the islands' economies and societies. Therefore, it is essential for the region to have a functioning crisis preparation, management and recovery process that involves both the public and private sector. This panel will explore potential strategies for the tourism sector in the Caribbean to recover after Hurricane Irma, as well as look toward a long term plan for future preparation, management and recovery. Furthermore, the importance of the private sector and aid agencies in the recovery process will be discussed, in addition to innovative public-private partnerships (PPPs) essential to building resilience.

**Introduction:** Taleb Rifai, Secretary General, UNWTO

**Special Address:** Luis Almagro, Secretary General, OAS

**Moderator:** Carlos Vogeler, Executive Director, UNWTO

- **Edmund Bartlett**, Minister of Tourism, Jamaica
- **Cardigan Connor**, Parliamentary Secretary for Tourism, Anguilla
- **Hugh Riley**, Secretary General and CEO, CTO
- **Frank Comito**, CEO and Director General, Caribbean Hotel and Tourism Association
- **Kim Hurtault-Osborne**, Executive Secretary for Integral Development, OAS
- **Virginia Messina**, Director, Caribbean Recovery Taskforce, WTTC
- **Sandra Carvao**, Chief, Communications and Publications, UNWTO
- **Abel Matutes**, Director General, Palladium Hotel Group
- **Geoffrey Lipman**, Co-founder, Sun X

19:00 – 22:00 **Welcome Reception**

**Tuesday, 28 November 2017**

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**Masters of Ceremonies:** **Anita Mendiratta**, Founder and President of CACHET Consulting, Special Advisor to the Secretary General of UNWTO, Lead consultant of CNN International's T.A.S.K. GROUP (Tourism, Advertising, Solutions & Knowledge)

**Emily Crooks**, Broadcast Journalist; Attorney-at-Law, Nationwide News Network

8:30 – 8:45 **Opening Ceremony**

- **Edmund Bartlett**, Minister of Tourism, Jamaica
- **Taleb Rifai**, Secretary-General, UNWTO

8:45 – 9:10 **Global Overview: Setting the Framework**

- **Alexandre Meira da Rosa**, Vice President for Countries, IDB Group
- **Cecile Fruman**, Global Director, Trade and Competitiveness Global Practice, The World Bank Group
- **Virginia Messina**, Director, Caribbean Recovery Taskforce, WTTC
- **Susanna Mudge**, President and CEO, Chemonics International
- **Hannah Messerli**, Dwight D. Eisenhower Research Professor of Tourism Studies, George Washington University

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9:15 – 9:30 Entertainment

9:30 – 10:00 Keynote Address

- **Andrew Michael Holness**, Prime Minister, Jamaica

10:00 – 10:30 Coffee Break

**10:30 – 11:30 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.

**Moderator: Carlos Vogeler**, Executive Director, UNWTO

- **Kamina Johnson Smith**, Minister of Foreign Affairs and Foreign Trade, Jamaica
- **Sandra Howard Taylor**, Viceminister of Tourism, Colombia
- **Michael Frenzel**, President, Federal Association of the German Tourism Industry (BTW), Special Ambassador of the International Year
- **Jorge Mario Chajón**, General Director, Guatemalan Tourism Institute (INGUAT) **José Manuel Soria**, Global Economic Consultant, Former Minister of Energy, Industry and Tourism, Spain
- **Adam Stewart**, Deputy Chairman & CEO, Sandals Resorts International
- **Abel Matutes**, Director General, Palladium Hotel Group

**11:40 – 12:10 Presentation of the UNWTO Affiliate Members Report on Inclusive Tourism prepared in collaboration with Globaldit**

- **Yolanda Perdomo**, Director, Affiliate Members Programme, UNWTO
- **Tono Franco**, Founder, Globaldit

**12:20 – 13:20 Plenary 2: From Board Room Decisions to Destination Development – Industry Leaders Discuss the Key Elements to Successful Investments**

Private sector leaders from diverse industry sectors discuss emerging trends and key drivers of destination development over the next 10 years. Emphasis will be placed on how sustainable tourism partnerships can contribute to job creation, connectivity and inclusive growth

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

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- **Rafael Echevarne**, CEO, MJB Airports
- **Jared Harckham**, Vice President, ICF International
- **Hakuhiko Ishii**, Director, Overseas Market Development, Tourism Promotion Strategies, Marketing & Sales Planning, All Nippon Airways, IY2017 Official Sponsor
- **Frank Rainieri**, Founder, President and CEO, Punta Cana Group
- **Nicola Villa**, Senior Vice President, Public Private Partnerships, MasterCard, IY2017 Partner
- **Chris Seek**, International Committee, Tourism Cares
- **Shawn Sullivan**, Public Policy, Latin America, Airbnb Inc., IY2017 Partner
- **Maxime Verstraete**, Vice President, Corporate Responsibility & ADA Compliance at Hilton Worldwide

13:20 – 14:20 **Lunch Break**

14:30 – 15:30 **Panel Discussion: Big Data, Best Data and Data Analytics in Tourism**

This discussion will bring together industry leaders currently using and applying Big Data Analytics for tourism management. Big Data refers to large volumes of data from which companies can analyze for business gains. This panel will draw attention to the successful use and application of Big Data and Data Analytics to the Tourism Industry. The panel will also explore the future of Big Data and Data Analytics for effective data management in the tourism space with the aim of examining whether Big Data and Data Analytics revolution will change the global travel and tourism industries; and create an opportunity for early adopters.

**Moderator: Ron McKay**, CEO, CTICO

- **Michelle Kelsey**, IBM Watson Solutions Expert
- **David Scowsill**, CEO, Eon Reality
- **Daniel Kritzman**, Principal at PwC Forensic Technology, Data Analytics, PricewaterhouseCoopers
- **Donavon White**, Vice President, C&W Business, FLOW
- **Ative Ennis**, Head of Business Innovation, Digicel
- **Enrique Marchena**, Honorary Professor of Hotel Management, Faculty of the Universidad Central del Este
- **Steve Hood**, Senior Vice President of Research, STR, Founding Director of the SHARE Center

15:40 – 16:40 **Concurrent Panel Sessions: Best Practices, Lessons Learned and Recommendations: IYSTD Core Themes**

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 remarks will be followed by interactive discussions 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**

Whether growth is tourism-led or economy-led, tourism clearly makes an immense contribution to the global economy. Capitalizing on this strong economic potential to ensure that tourism advances truly sustainable economic growth will require: (i) Cultivating a favorable business environment, characterized by stability and supportive policies; (ii) Ensuring openness and a high degree of connectivity; and (iii) Bolstering the resilience of the tourism sector. How best can this be done?

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**Moderator: Kristin Lamoureux**, Visiting Professor of Tourism & Hospitality Management, Virginia Tech University

- **Carla Bush**, Executive Secretary, Central American Tourism Integration Secretariat (SITCA)
- **Gordana Popovikj Friedman**, Private Sector Specialist, The World Bank Group; **Martine Bakker**, Tourism Development Specialist, The World Bank Group – ‘A Demand Driven Approach to Increasing Tourism Sector Competitiveness for Improved Socio-Economic Development in the Former Yugoslav Republic (FYR) of Macedonia’
- **Pilar Espeso-Molinero**, Professor, University of Alicante
- **Ketevan Tchumburidze**, Deputy Chief of Party, USAID/Georgia Zrda Project, Chemonics International
- **Stefan Wright**, Investment Officer, IDB Invest

### Session 2: Social Inclusiveness, Employment and Poverty Reduction

Tourism is not just a major part of the global economy; it is also a means of furthering “inclusive” growth which increases opportunities for all. To harness tourism’s potential for inclusivity, decent work and poverty eradication – while overcoming the challenges of unsustainable tourism activity – it will be important to: (i) Pursue an “inclusive growth” approach; (ii) Create decent jobs, which redress the skills gaps while ensuring fair, productive employment; (iii) Support local communities and empower women and youth; and (iv) Provide tourism experiences for all, via a focus on universal accessibility. How can these be achieved?

**Moderator: Jeffrey Wuorinen**, Senior Vice President, Middle East and North Africa, Chemonics International

- **Trevor Benson**, Director, Food Tourism Development & Innovation, Culinary Tourism Alliance
- **Carolyn Hayle**, Senior Programme Officer, University of the West Indies; **Anne Crick**, Senior Lecturer, University of the West Indies, ‘From All-Inclusives to Social Inclusiveness: Harnessing the potential of the Sharing Economy’
- **Leandro Choi**, Founder and CEO, co-LABtur – ‘Endogenous Convergence for Sustainable Tourism’
- **Mariana Aldrigui**, Country Director, GTTP Brazil

### Session 3: Resource Efficiency, Environmental Protection and Climate Change

As a sector which depends so much on the natural environment, tourism has a special responsibility towards the planet, with the potential to harness this dependency to promote conservation. Challenges abound. An integrated, approach to environmental sustainability is required, grounded upon strategies for decoupling tourism growth from environmental degradation and excessive resource use, with a focus on: (i) Enhancing the efficient use of resources; (ii) Focusing on biodiversity conservation and environmental protection; (iii) Investing in climate change mitigation and adaptation; and (iv) Increasing knowledge of how environmental issues are related to tourism and increasing awareness among key stakeholders. How can these challenges be met?

**Moderator: François Bédard**, Professor, Université du Québec à Montréal

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- **Steven Johnson**, Ecotourism Specialist, Chemonics International
- **Michael Taylor**, Senior Lecturer, University of the West Indies
- **Malraj B. Kiriella**, Director General, Sri Lanka Tourism Development Authority
- **Megan Epler Wood**, Director of the International Sustainable Tourism Initiative, Harvard Chan School of Public Health
- **Jeremy Sampson**, Ecosystems Programme Communications Officer, IUCN Centre for Mediterranean Cooperation – ‘The Mediterranean Experience of Ecotourism (MEET) and DestiMED’
- **Julia Jeyacheya** – Senior Lecturer and Program Leader, Manchester Metropolitan University – ‘Supply Chains and Employment in Myanmar, Vietnam and The Seychelles’

#### Session 4: Creative Industries, Cultural Values, Diversity and Heritage

The global wealth of cultural heritage is one of the principal motivations for travel. Forty percent of international arrivals are considered “cultural tourists”. The myriad of linkages between tourism and culture can contribute to catalyzing inclusive, sustainable development. Bolstering linkages between sustainable tourism and culture can be achieved by: (i) Leveraging “cultural tourism” as a tool for sustainable development; (ii) Safeguarding and promoting cultural heritage – both tangible and intangible -- through tourism; and (iii) Linking tourism to living, contemporary culture and the creative industries. How best can this be done?

**Moderator: Seleni Matus**, Executive Director, International Institute of Tourism Studies, George Washington University

- **Olivia Grange**, Minister of Culture, Gender, Entertainment and Sport, Jamaica
- **Maysa Shahateet**, Team Leader, Team Leader, Developing Tourism Assets & Experiences, Jordan, Chemonics International
- **Deborah A. Hickling Gordon**, Research Fellow Creative Economy Development, University of the West Indies
- **Jamie Sweeting**, President, Planeterra Foundation
- **Arlene McKenzie**, Director, Rastafari Indigenous Village, Jamaica, ‘Package the Tourist not the People’
- **Randa Napky**, Director General, Tourism Abitibi-Témiscamingue, ‘Successful Geotourism Initiative in a Canadian Remote Destination’

#### Session 5: Mutual Understanding, Peace and Security

The very existence of tourism depends on peace and security. On the other, the transformative power of tourism – grounded upon billions of encounters that occur every day – paves the way for dialogue, mutual understanding and tolerance. Advancing tourism’s contribution to mutual understanding, peace and security requires: (i)Fostering a “culture of peace” and global citizenship through tourism; (iii) Harnessing tourism as an agent for peace and reconciliation; and (iv)Maintaining safety and security across the tourism sector. How can we best tap these important benefits of tourism?

**Moderator: Michele Piercey**, Senior Vice President, Strategic Solutions and Communications Division, Chemonics International

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- **Louis D'Amore**, Founder and President, International Institute for Peace through Tourism
- **Kevin Lewicki**, Student, W.P. Carey School of Business at Arizona State University – ‘A Reciprocal Tourism Model for North Korea: Innovative Collaborations ‘
- **Elmarie Slabbert**, Professor, North-West University; **Lindie Du Plessis**, Senior Lecturer, North-West University – ‘The Role of Social Impacts in Predicting Residents Opinions and Level of Interest in Tourism Activities’
- **Geoffrey Lipman**, Co-founder, Sun X

16:40 – 16:50 **Coffee Break**

16:50 – 18:50 **Plenary 3: The Future of the IY2017 – The Journey to 2030**

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: Sandra Carvao**, Chief, Communications and Publications, UNWTO

- **Haitham Mattar**, Ras Al Khaimah Tourism Development Authority, IY2017 Official Sponsor
- **Susanna Mudge**, President and CEO, Chemonics International
- **David Ermen**, Senior Manager, Lodging and Tourism Clients Group, PwC, IY2017 Partner
- **Cordula Wohlmuther**, Head, Institutional Relations and Resource Mobilization, UNWTO
- **Hakuhiko Ishii**, Director, Overseas Market Development, Tourism Promotion Strategies, Marketing & Sales Planning, All Nippon Airways, IY2017 Official Sponsor
- **Junichi Kumada**, Executive Director and Chief Research Officer, JTB Tourism Research & Consulting Co.

19:30 – 22:00 **Gala Dinner & Awards Ceremony**

- **Keynote Speaker: Danilo Medina**, President, Dominican Republic

**Wednesday, 29 November 2017**

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**Master of Ceremonies: Paula-Anne Porter Jones**, Communications Advisor/Instructor at CNIS Ltd.

8:30 – 10:00 **Smart Destinations Partnerships for Sustainable Tourism: Catalysts for Inclusive Growth and Job Creation**

The Smart Destination roundtable discussion will seek to present how and in what ways advances in information and communication technologies (ICTs) can unearth massive gains for hotels, airports, attractions and other operators within the tourism sector and in so doing showcase latest innovations for current and future tourism management. This high-level panel discussion, organized by Digicel a mobile phone network provider operating in 31 markets across the Caribbean, Central America, and Oceania regions will consist of several leading global tech firms such as Avaya, HP Enterprise, and Buddy Platform.

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**Moderator:** **Elon Parkinson**, Head of PR, Digicel Jamaica

- **Justin Morin**, CEO, Digicel Jamaica
- **Gloria Saravia**, Caribbean Territory Manager, HPE
- **Julio Blanco Ra**, Caribbean Territory Manager, Avaya
- **William Holderby**, VP, Sales & Engineering for the Caribbean, Broadsoft
- **Aileen Corrigan**, CEO, Trend Media

**10:00 – 10:15 Coffee Break**

**10:15 – 11: 30 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:** **Cecile Fruman**, Global Director, Trade and Competitiveness Global Practice, The World Bank Group

- **Dominic Fedee**, Minister of Tourism Information and Broadcasting, St. Lucia
- **James Scriven**, CEO, IDB Invest
- **John Perrottet**, Senior Private Sector Specialist, Trade & Competitiveness Global Practice, The World Bank Group
- **Justin Ram**, Director of Economics, Caribbean Development Bank
- **Dana Morris-Dixon**, Group Executive, Business Development and Research, Jamaica National Group
- **John Keith**, Managing Partner, Caribe Hospitality

**11:35 – 12:40 Plenary 5: Delivering Change & Impacts – Donor Funded Programs that Balance Scale, Sustainability, & Inclusion**

A panel of bilateral donor agencies and private foundations will discuss how tourism development programs can best deliver impact at scale while balancing growth with environmental sustainability, social inclusion, cultural preservation and peace. The panel will also tackle how tourism projects can effectively compete with other development priorities for limited resources and see which impact they can have on the achievement of the Sustainable Development Goals.

**Moderator:** **Cordula Wohlmuther**, Head, Institutional Relations and Resource Mobilization, UNWTO

**Keynote Presentation: Research Findings on Tourism Development Projects and the SDGs**

- **Toshiyuki Nakamura**, Director General, Industrial Development and Public Policy Department, Japan International Cooperation Agency (JICA)

**Panel Discussion:**

- **Frans Lammersen**, Principal Administrator of the Development Co-operation Directorate, OECD
- **Jose Manuel Fröhling**, Advisor, Private Sector Cooperation, Tourism, GIZ
- **Karen Hilliard**, Mission Director, USAID
- **Salli Felton**, Chief Executive, The Travel Foundation

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12:45 – 14:00 **Lunch Break**

### **Jamaica Tourism Innovation Challenge Award Presentation**

The Jamaica Tourism Innovation Challenge offered contestants an opportunity to promote travel to locally-owned hotels, restaurants and activities offering an authentic Jamaican experience. It provided university students with the opportunity to apply their classroom learning to a real world challenge. Students developed a marketing campaign strategy to promote community-based tourism opportunities. The emphasis was on reaching young travelers, including university students, who would be particularly receptive to the authenticity of community-style travel.

### **Special lunch sponsored by Airbnb (by invitation only)**

- **Chris Lehane**, Head of Global Policy and Communications, Airbnb

### **14:00 – 15:00 Plenary 6: Successful Models of Destination Management**

Successful Models of Destination Management There is increasing competition among destinations to attract visitors, while others are dealing with challenges of needing to manage pressures of over-visitation. The rise of cities requires more creative market engagement methods. Social media and digital promotion are re-writing how consumers are engaged and causing shifts in marketing budget alignments. Destinations also need to build capabilities to manage image and return to growth in the wake of unforeseen crises. This includes adequate urban planning and creativity in infrastructure in city design. The panel will discuss these trends and more.

**Moderator: Ibrahim Osta**, Director, Middle East and North Africa, Chemonics International

- **Daniela Wagner**, Director, International Partnerships at Jacobs Media Group & Director of EMEA, Pacific Travel Association (PATA)
- **Salvador Antón**, Professor of Regional Geographical Analysis, Rovira i Virgili University
- **Michael Chen**, Head of Real Estate Investment, General Manager of Jamaica Land Development, China Harbour Engineering Company Ltd
- **Damian Cook**, CEO, E-Tourism Frontiers, a Chemonics Partner
- **Jim McCaul**, Vice President of Destination Development & Advocacy, Destinations International
- **Steven Paganelli**, Head of Destination Marketing, Americas, TripAdvisor
- **Sofia Panayiotaki**, CEO, PR MEDIACO

### **15:05 –16:05 Plenary 7: Education, Training & Innovation**

How to harness the labor market for a successful tourism industry requires the innovation of the private sector, enabling support of government and branching to uncharted territories to attract the skilled and enthusiastic into the sector. From youth entry to the industry to re-training long-serving industry veterans, the panel will tackle challenges and opportunities to developing the tourism and hospitality job market, educating industry as well as consumers on new trends, and introducing innovations for growth.

**Moderator: Ruel Reid**, Minister of Education, Youth and Information, Jamaica

- **David Chapman**, Director General, WYSE Travel Confederation
- **Brianda Lopez**, Head of Programmes, Standards & Sustainability (PSS), Hostelling International
- **Ed Kastli**, Vice President, International Sales, American Hotel & Lodging Educational Institute
- **Joseph Ruddy**, Team Leader, Chemonics International
- **Marina Novelli**, Professor of Tourism and International Development, University of Brighton

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**16:10 – 17:10 Plenary 8: Royal Caribbean, WWF, GIZ, and Cozumel – Partnership in Focus**

Discussion of the industry-leading partnership among Royal Caribbean, WWF, GIZ, and Cozumel, harnessing the power of collaboration with suppliers, industry peers, institutional partners, and destinations to achieve broad-based sustainable tourism objectives.

**Introduction: Michael Brown**, Director, Environment and Natural Resources, Chemonics International

Overview and examples of Chemonics International partnership-based nature conservation activities engaging local communities for economic gain (examples from the Caribbean and other areas).

**Moderator: James Sano**, Vice President, Travel and Conservation, WWF

- **Rob Zeiger**, Vice President and Global Chief Communications Officer, Royal Caribbean Cruises
- **Javier Pizaña Alonso**, City Manager, Municipality of Cozumel
- **Nina Bisom**, Project Coordinator, Sector Project Environment Policy and Sustainable Development; Division Climate Change, Environment, Infrastructure, GIZ

**17:15– 17:30 Conclusions & Montego Bay Declaration on Partnerships for Sustainable Tourism within the Framework of the International Year**

**17:35 – 17:50 Closing Remarks**

- **Edmund Bartlett**, Minister of Tourism, Jamaica
- **Carlos Vogeler**, Executive Director, UNWTO

**18:00 – 18:30 Press Conference**

**20:00 – 23:00 Farewell Jamaican Party**

**Thursday, 30 November 2017**

**Practical Workshops on Inclusive Community Tourism**

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.

**Workshop 1 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.

**07:45** Assemble at Conference Hotels

**07:50** Depart Conference Hotels

**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 Hotels  
<https://www.rastavillage.com>

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## Workshop 2 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.

07:45

Assemble at Conference Hotels

07:50

Depart Conference Hotels

09:50

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

14:00

Return to Conference Hotels

<https://www.stea.net>

## Workshop 3 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.

07:45

Assemble at Conference Hotels

07:50

Depart Conference Hotels

09:30

Arrive at Bunkers Hill – Visit Caves, Waterfall, Experience, Encounter the rich cultural heritage and maroon experience

14:00

Return to Conference Hotels

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

16:00 – 22:00

Gastronomy Event (by Invitation only)

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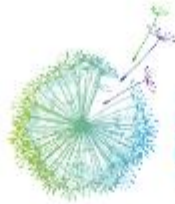


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