Intangible cultural heritage (ICH), embodied in those practices, expressions, knowledge, and skills recognised by communities and individuals as part of humanity’s cultural legacy, has become a principal motivation for global travel. As tourists increasingly seek to engage with the international variety of performing arts, handicrafts, rituals, cuisines, and interpretations of nature and the universe, the cultural interaction spurred by their encounters prompts dialogue, builds understanding, and fosters tolerance and peace.

This heritage must be thoughtfully managed if it is to flourish in an increasingly globalised world. This first UNWTO event focused exclusively on Intangible Cultural Heritage and Tourism, will explore ways of integrating this living heritage in tourism development while fostering the responsible use of these assets and forms of expressions, in order to bolster employment, alleviate poverty, curb rural flight migration, encourage product diversification, and nurture a sense of pride among communities and destinations.

The event will feature the launch of the first UNWTO Study on Tourism and Intangible Cultural Heritage, followed by a panel presenting case studies and best practices from the public sector, the tourism industry and non-governmental organisations (NGOs).

Revised Provisional Programme

10:00 -10:10  **Opening and Introductory Remarks**  
Mr. Márcio Favilla, Executive Director, Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)

10:10 -10:25  **Presentation of the UNWTO Study: Tourism and Intangible Cultural Heritage**  
Ms. Marina Diotallevi, Head, Ethics and Social Dimensions of Tourism Programme, UNWTO

10:25 -10:35  **Cultural performance from West Bengal, India, part I**
10:35 -11:50  **Panel**

Moderator: Dr. Dawid de Villiers, Chairman of the World Committee on Tourism Ethics and former Minister of Tourism of South Africa

Speakers:

- Mr. Amitava Bhattacharya, Founder and Director, banglanatak.com, India
- Ms. Mariam Kvrivishvili, Deputy Head, Georgian National Tourism Administration
- Ms. Vlasta Klaric, Advisor, Tourism Department, Croatian Chamber of Commerce
- Ms. Gerda Butkuvienė, Public Relations Officer, Lithuanian State Department of Tourism
- Mr. Andreas Muesler, Sustainability Manager, REWE Touristik Group, Germany
- Ms. Simona Guida, Desk Officer Senegal, Responsible for sustainable tourism programmes, NGO CISV, Italy

**Debate**

11:50 - 12:00  **Closing**

12:00 -12:15  **Cultural performance from West Bengal, India, part II**