



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



The 22nd Session of the UNWTO General Assembly
Special Session on Smart Tourism
Chengdu, China, 14-15 September 2017

PROGRAMME

Thursday, 14 September

14:00-14:30

Opening Ceremony

Venue: Crystal Ballroom

MC: Richard Quest, Anchor & Correspondent, CNN International

- Mr. Taleb Rifai, Secretary-General, UNWTO
- Ms. Sarah Mathews, Chairperson, PATA
- Mr. Li Jinzao, Chairman, China National Tourism Administration, China

14:30-15:00

Conference keynote on smart technology and its impact on tourism:

Mr. Steve Kaufer, CEO of TripAdvisor, interviewed by CNN's Richard Quest

TripAdvisor, 'the World's Largest Travel Site' with millions of reviews and useful planning tools, is a major global influencer on travel decisions - where to go, where to stay, as well as what to eat and do. In conversation with Richard Quest, Steve Kaufer will talk about how the evolution of smart technologies has impacted travel and tourism over the past 15 years – and the continued evolution of TripAdvisor to help travellers discover and enjoy their destination experiences. With today's traveller being much easier to reach but increasingly difficult to influence, how is smart technology evolving and what can destinations leverage to bring new global audiences to their shores?

15:00-15:15

Coffee Break

15:15-15:35

Signing Ceremony on the International Smart Tourism Center by Talal Abu Ghazaleh Organization and UNWTO

Keynote Presentation

Smart Tourism Destination of Spain by Mr. Jose Manuel Soria, Global Economic Consultant And Former Spanish Minister, Industry, Energy and Tourism (2011-2016)



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15:35-16:30

Panel 1 – New technologies to enhance tourism sector performance

Moderator: Ms. Anita Mendiratta, Strategic Advisor to CNN International for T.A.S.K Group

This session will be the 'scene setter', providing essential background knowledge about the latest wave of digital technologies and applications and the ways in which they will impact on tourism - not only on marketing, sales and information distribution, but also on the quality of experience for consumers whilst travelling to and within their destination. The subjects covered will include the Internet of Things and Living Services, the latest applications of artificial intelligence, the extension of messaging services to include provision of travel services provider and the enormous potential of big data for tourism management and marketing.

- Introduction to smart tourism: Dr Roger Carter, Managing Director, TEAM Tourism Consulting
- UNWTO research on 'New Platform Tourism Services (or the so-called Sharing Economy) by Mr. John Kester, Director, Statistics and Trends Programme of UNWTO

Panel:

- Mr. Arief Yahya, Minister, Tourism Minister of Indonesia
- Mr. Fengwu Wang, Chairman, China Association of National Parks & Scenic Sites
- Mr. Mikael Ahlström, CEO and Founder, Britny
- Mr. Kaye Chon, Dean and Chair Professor, Tourism, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Mr. Shaohua Li, CEO, AliTrip (Alibaba Travel)
- Mr. Jason Song, Chairman, Drore Technology Co., Ltd
- Mr. Duncan Horton, CEO, Travel Weekly Group

16:30-17:30

Panel 2 - Smart destinations

Moderator: Mr. Antonio Lopez de Avila, Special Advisor of the UNWTO Secretary General on Tourism and Technology

This session will look at the implications of smart tourism for destinations. It will present leading initiatives which demonstrate the high impact that new digital applications are having on the management and marketing of destinations and on the quality of the visitor experience. These initiatives are expected to include presentations on a leading-edge 'smart destinations' project, the creation of a tourism destination management dashboard, the next generation of mapping applications, the application of virtual and augmented reality, the implications of 'smart cities' for tourism and the future of the sharing economy in tourism.

Panel:

- Mr. David Scowsill, CEO, EON Reality, Inc.
- Mr. Sérgio Guerreiro, Director, Knowledge Management & Corporate Affairs, Turismo de Portugal and Representing the European Travel Commission
- Mr. Hong Wang, Deputy Mayor, Hangzhou
- Mr. Changjie Yu, Committee member of Tiantai Town
- Mr. Carlos Romero, Director of Tourism Research, SEGITTUR, Spain



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- Mr. Jeremy Jauncey, Founder and CEO, Beautiful Destinations
- Mr. Seiichiro Kubo, President, Gurunavi, Inc.
- Mr. Jackson Pek, Vice President and General Counsel, Asia Pacific at Amadeus IT Group

Friday, 15 September

Venue: Tianfu Room

09:00-10:00 **Keynote presentations: Transforming organisations to be truly 'smart'**

- Mr. Bin Hu, Secretary of Party Committee, Tourism Development Committee of Sichuan
- Mr. Dimitrios Buhalis, Director, The eTourism Lab and Deputy Director, International Centre for Tourism and Hospitality Research, Bournemouth University
- Mr. Hongye Xin, Deputy Director, Information Division of China National Tourism Administration
- Mr. Simon Leung, Business Development Director APAC, Traveltek

10:00-10:15 **Coffee Break**

10:15-12:00 **Panel 3 - Destination case studies in smart tourism**

Moderator: Mr. Roger Carter, Managing Director, TEAM Tourism Consulting

In this session, leading destinations, mainly from Asia Pacific, will talk about the ways in which smart tourism is impacting on their long term strategies; and about their experiences in implementing specific smart applications, highlighting the lessons which other destinations can learn.

Panel:

- Mr. Hussain Lirar, Deputy Minister Ministry of Tourism, Maldives
- Mr. Santi Chudintra, Deputy Governor, Thailand Tourism Authority
- Mr. Dunde Yu, CEO, Tuniu
- Ms. Daniela Wagner, Regional Director – Europe, Middle East and Africa of PATA
- Mr. Xiaohai Yang, Vice President, Wuzhizhou Island Tourist Area, Sanya

12:00 –14:00 **Lunch**

14:00-14:30 **Keynote presentations: Making Chinese destinations smart**

- Mr. Shuifa Wang, Guest Professor, Zhejiang University
- Minyang Zhu, President, the world canal historical, cultural and urban cooperative organization (WCCO)



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14:30- 15:45 **Panel 4 – Smart tools for heritage conservation and sustainability**

Moderator: Mr. Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO

The new digital technologies and applications will undoubtedly play a key role in the aiding the conservation of natural, cultural and built heritage; and in enhancing the long-term sustainability of attractions and destinations. This session is intended to demonstrate the potential, by presenting some leading-edge projects, which are expected to include smart initiatives by a leading museums, in wetland management and, more generally, in the field of climate change.

Panel:

- Mr. Haiyong Bao, Senior Vice President, Drore Technology Co., Ltd
- Mr. Sangwon Park, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Mr. Yuanjian Ma, Director of Dujiangyan & Qingcheng Mountain Authority
- Mr. Dejun Yin, County Party Secretary, Libo, Guizhou

15:45 - 16:00 **Coffee Break**

16:00 -17:00 **Panel 5 – Concluding session**

Moderator: Ms. Daniela Wagner, Regional Director – Europe, Middle East and Africa of PATA

Thematic summary and recommendations by Mr. Roger Carter

Closing remarks:

- Mr. Haiyan Song, Associate Dean and Chair Professor, The Hong Kong Polytechnic University
- Mr. Lingqiang Zhou, Professor and Head, Department of Tourism and Hotel Management, School of Management, Zhejiang University
- Mr. Marcio Favilla, Executive Director, Operational Programmes and Institutional Relations, UNWTO