



40th UNWTO Affiliate Members Plenary Session:
International Seminar on Harnessing Cultural Tourism
through Innovation and Technology

Hamedan, Islamic Republic of Iran
12-14 November 2018

PROGRAMME

Sunday, 11 November 2018

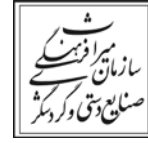
- All day: Arrival to Imam Khomeini International Airport, transfer to Hamedan
- 14:00-19:00 Registration in the lobby of Baba Taher Hotel
- 16:00-19:30 Hosted Tour of Hamedan

Monday, 12 November 2018

- 07:45 Transfer for **Board Members** from Baba Taher Hotel to Hamedan Provincial Government Building
- 8:00-10:15 Meeting of the Board of the Affiliate Members (Board Members and Observers only)
- 8:00-9:30 Registration in the lobby of Baba Taher Hotel (for non-board members)

Partner airline:





- 9:45 Transfer from all conference hotels to Hamedan Provincial Government Building
- 10:00-10:30 Registration at Hamedan Provincial Government Building
- 10:30- 11:15 **Opening Ceremony of the 40th UNWTO Affiliate Members Plenary Session: International Seminar on Harnessing Cultural Tourism through Innovation and Technology**
- ✓ Cultural Performance
 - ✓ Welcome Remarks: **Mr. Mohammad Naser Nikbakht**, Governor, Hamedan Province, I.R. of Iran
 - ✓ Inaugural Address: **H.E. Dr. Ali Asghar Moonesan**, Vice-President, I.R. of Iran & Head of the Iranian Cultural Heritage, Handicrafts and Tourism Organization (ICHTO)
 - ✓ Opening Remarks: **H.E. Mr. Zurab Pololikashvili**, Secretary-General, World Tourism Organization (UNWTO)
 - ✓ Group Photo
- 11:15-11:45 **Coffee Break**
- 11:45-13:00 **UNWTO International Seminar on Harnessing Cultural Tourism through Innovation and Technology**

This UNWTO Seminar addresses the role of innovation and technology in the development of cultural tourism and in enhancing destinations' competitiveness and attractiveness. Technology and innovation, including information and communication technology (ICT), serve as enablers of the sustainable development of cultural tourism whereby improving governance, enhancing competitiveness and profitability, upgrading quality of tourists' experience and residents' wellbeing, as well as preserving intangible and tangible cultural resources.

Keynote Panel: How Cultural Tourism Potentials can be Triggered by Innovation and Technology

Many developing countries have outstanding cultural heritage sites, unique scenic spots and other social, cultural, and natural assets as well as historic and religious sites, which offer great potential attractions for domestic and international tourism.



Innovation and technological advances are instrumental in enhancing cultural tourism development. Together, they generate new opportunities and motivate different players to join this thriving global industry.

Moderator:

Prof. Jafar Jafari, Professor Emeritus, University of Wisconsin-Stout, USA

Panelists:

- ✓ **Dr. Michael Di Giovine**, Associate Professor, West Chester University, USA
Innovation: Potential or Pariah for Sustainable Heritage Tourism
- ✓ **Prof. Lorenzo Cantoni**, Professor, Università della Svizzera Italiana, Switzerland
The Contribution of ICT to Cultural Tourism: A Roadmap

12:30-13:00 **Press Conference**

13:00-14:30 Lunch at Baba Taher Hotel

(Transfer of all participants at 13:00 to Baba Taher Hotel for lunch and afternoon Sessions)

14:30-16:00 **Panel 1: Innovation: Driving Sustainable Development in Cultural Tourism**

Innovation is essential in both the development and the governance of cultural destinations, as it contributes to the formulation of appropriate policies and strengthened institutional capacities. It enables stakeholders to ensure long-term sustainability and host participation in tourism, as well as the promotion of cultural tourism products while preserving their authenticity.

Moderator:

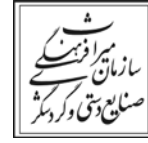
Dr. Michael Di Giovine, Associate Professor, West Chester University, USA

Panelists:

- ✓ **UNESCO Officer in Charge**, UNESCO Tehran Cluster Office, I.R. of Iran
- ✓ **Prof. Kazem Vafadari**, Associate Professor and Division Head, Ritsumeikan Asia Pacific University, Japan
Tourism, Sustainable Development and Revitalization of Agricultural Heritage
- ✓ **Dr. Tom Selänniemi**, Director, Finnish Nature Centre HALTIA, Finland
Professional Natives and Augmented Reality: Can Staged Authenticity be the Key to Sustainable Cultural Tourism?
- ✓ **Dr. Hossein Abdoh Tabrizi**, Professor, Sharif University, I.R. of Iran
Innovative Governance and Policy Making in Tourism
- ✓ **Mr. Mario Candeias**, General Manager, Espinas Palace Hotel, I.R. of Iran
Iran and the Heritage Hotels Opportunity: High Octane Fuel for Cultural Tourism

Partner airline:





16:00-17:30

Panel 2: Technology and Cultural Tourism: Fostering Glocalized Competitiveness

Technology is revolutionizing the entire travel and tourism value chain by deploying cutting-edge methods in cultural tourism services and products, redefining marketing tools, and addressing target markets. Opportunities are many, and so are challenges.

Moderator:

Prof. Lorenzo Cantoni, Professor, Università della Svizzera Italiana, Switzerland

Panelists:

- ✓ **Ms. Qaisra Khan**, Independent Curator, UK
The Use of Technology and Innovation in British Museums: A Case Study the British Museum
- ✓ **Mr. Jens Thraenhart**, CEO, Chameleon Strategies, Thailand
Digitising tourism collaboration to drive cultural tourism and sustainability
- ✓ **Mr. Agustin Rodriguez**, Head of Corporate Affairs and Compliance, Amadeus, UAE
- ✓ **Mr. Alfonsus Aditya**, CFO, Triponyu, Indonesia
Technology & Community Empowerment for the Tourism Development
- ✓ **Mr. Yang-gil Kim**, Director, Domestic Online Promotion Department, Korea Tourism Organization, Republic of Korea
Smart Tourism! Changing the Future of Korean Tourism

17:30-18:00

Wrap-up Session

Technical Conclusions and Recommendations

- ✓ **Prof. Jafar Jafari**, Professor Emeritus, University of Wisconsin-Stout, USA

Closing Remarks and Thanks

- ✓ **Dr. Wali Teymouri**, Deputy of Tourism, Iranian Cultural Heritage, Handicrafts and Tourism Organization, I.R. of Iran

18:30

Visiting Tourism Start-ups Exhibition at Baba Taher Hotel

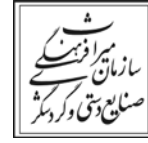
20:30

Gala Dinner at Baba Taher Hotel (by invitation)

Hosted by the Vice-President of the I.R. of Iran and Head of ICHTO

Partner airline:





Tuesday, 13 November 2018

40th UNWTO Affiliate Members Plenary Session at Baba Taher Hotel
(Open to UNWTO Affiliate Members only)

The agenda will be comprised of presentations and debates aimed at generating dialogue and enriching interaction among members around specific topics included in the Affiliate Members Programme of Work and Restructuring Plan. Agenda will be available before the meeting; simultaneous interpretation in English and Spanish.

10:00-10:30 Plenary Session Opening

- ✓ Welcome Remarks: **Mr. Hamidreza Yari**, CEO, Alisadr Tourism Co., I.R. of Iran
- ✓ Welcome Remarks: **Mr. Abbas Soufi**, Mayor of Hamedan, I.R. of Iran
- ✓ Opening Remarks of the Chair of UNWTO Affiliate Members, **Mr. Miguel Mirones**
- ✓ Opening of the Session: **Mr. Jaime Cabal**, Deputy Secretary-General, UNWTO

10:30-10:45 Coffee Break

10:45-13:15 Presentation of the Programme of Work of the Affiliate Members and General Debate

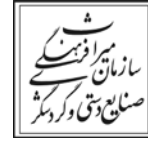
- ✓ Report of the Chair of UNWTO Affiliate Members
- ✓ Presentation of the Programme of Work of the Affiliate Members by the Director of the Affiliate Members
- ✓ General Debate

13:15-13:30 Closing of Plenary Session

- ✓ **Dr. Wali Teymouri**, Deputy of Tourism, Iranian Cultural Heritage, Handicrafts and Tourism Organization, I.R. of Iran
- ✓ **Mr. Jaime Cabal**, Deputy Secretary-General, UNWTO

Partner airline:





13:30-15:00 **Lunch**

17:00-18:30 **Networking Session at Baba Taher Hotel**

19:45 Transfer from all conference hotels to Abbas Abad Hill (return transfer provided)

20:30 **Reception and Cultural Night at Abbas Abad Hill, hosted by the Mayor of Hamadan, I.R. of Iran (by invitation)**

Workshops for the Local Participants on Tuesday, 13 November 2018

9:00-11:00 **Managing Spiritual and Heritage Values at Sacred Tourism Sites (in English)**

Dr. Michael Di Giovine, Associate Professor, West Chester University, USA

Mr. Mohammad Sharifi, PhD Candidate, University of Isfahan, Iran

(Open to pre-registered individuals only)

11:30-13:30 **Sustainable Tourism Development in Traditional Agriculture and Agri-Heritage Landscapes (in Farsi)**

Prof. Kazem Vafadari, Associate Professor, Ritsumeikan Asia Pacific University, Japan

(Open to pre-registered individuals only)

For registration, please contact: www.alisadr.com

Wednesday, 14 November 2018

Transfers to Imam Khomeini International Airport and departure

Or

9:00-17:00 Hosted Technical Visit to Hegmataneh, City of Lalejin and Ali-Sadr Cave

Partner airline:





Thursday, 15 November 2018

Hosted Tour of Tehran *

Transfers to Imam Khomeini International Airport and departure

* Hotel stays in Tehran are not hosted; see the General Information Note for hotel reservation.