



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Technical Workshop: UNWTO – WTCF City Tourism Performance Research

26 September 2017, Buenos Aires, Argentina

18-Sep-17

Background and rationale:

- It is estimated that by 2050, 70% of the world's population will be living in cities and only by 2025, cities will contribute over 30 trillion US dollars to the world economy annually.
- Tourism currently constitutes a central component in the economy, social life and the geography of many cities in the world. It has become a powerful engine for the local economic and social development of cities by improving infrastructure, creating a skilled labour force, stimulating local business entrepreneurship, developing public-private partnerships and attracting other industries and services along with its contribution to GDP and services exports. Tourism also consolidates the international reputation of the cities and contributes to its economic positioning and competitiveness.
- It is essential to monitor the tourism performance in urban destinations and clearly address the areas for improvement with the aim of assisting the policy makers and all the other stakeholders in their efforts to take strategic action for urban tourism governance and management.
- **World Tourism Organization (UNWTO)** and the **World Tourism Cities Federation (WTCF)** jointly launched the “**UNWTO-WTCF City Tourism Performance Research**”, an instrument with a set of criteria and a platform for exchange of information that can be used globally to benchmark tourism performance in urban destinations. The research is conducted by a group of experts who collected field data in order to have more in-depth understanding of each city involved in the initiative on the following:
 - Destination Management
 - Economic Perspective
 - Social and Cultural Perspective
 - Environmental Perspective
 - Technology & New Business Models
- The workshop aims at discussing the results of the research mainly carried out in the urban destinations in the Region of the Americas.

WORKSHOP PROGRAMME

Tuesday, 26 September 2017

Venue Palacio Lezama

08:00 – 14:30 Registration of participants

09:45 – 10:00 Opening

Mr. Gonzalo Robredo, President, Tourism Entity of Buenos Aires, Argentina & Vice-Chairman WTCF

Mr. Carlos Vogeler, Executive Director, UNWTO

H.E. Mr. Gustavo Santos, Minister of Tourism, Argentina

10:00 – 10:30 Introduction of the project

Ms. Esencan Terzibasoglu, Programme Director Destination Management and Quality, UNWTO

Mr. Gonzalo Robredo, President, Tourism Entity of Buenos Aires, Argentina & Vice-Chairman WTCF

10:30 – 11:00 Coffee Break

11:00 – 13:00 SESSION 1: Setting the Scene: City Tourism Performance in Bogotá and Buenos Aires

The session will present the results of the research conducted in the cities of the region of the Americas. The main focus will lie on the Key Performance Areas the cities showcased.

Moderator: Ms. Laura Carlucci, Operations Manager of Tourism Research, Ministry of Modernization, Innovation and Technology, Buenos Aires, Argentina

Panelists:

Ms. Mariana Mangiarotti, Director of Market Intelligence and Observatory, Tourism Entity of Buenos Aires, Argentina

Mr. Juan Carlos Beloso, Tourism expert, Future Places, Spain

Dr. José Andrés Duarte García, Director of the District Institute of Tourism of Bogotá, Colombia

Dr. Salvador Anton, Tourism expert and Full Professor, Rovira i Virgili University, Spain

12:50 – 13:00

Q/A

13:00 – 14:30

Lunch break

14:30 – 16:30

SESSION 2: Interactive experts panel

During this technical session the two cities will present their approaches on urban tourism measurement and development. The experts of the panel will discuss recent challenges in urban tourism development and interact with the audience by inviting participants to shortly present their cases and raise questions to the experts.

Moderator: Ms. Mariana Mangiarotti, Director of Market Intelligence and Observatory, Tourism Entity of Buenos Aires, Argentina

Presentations:

Mr. Matías Belacín, Operations Manager of Market Intelligence and Big Data, Ministry of Modernization, Innovation and Technology, Buenos Aires, Argentina

Ms. Laura Carlucci, Operations Manager of Tourism Research, Ministry of Modernization, Innovation and Technology, Buenos Aires, Argentina

Mr. Mariano Martín Orlando, General Director of Urban Planning, Ministry of Urban Development and Transport, Buenos Aires, Argentina

Mr. Marcos Boffa, Director of Planning and Innovation, Municipal Company of Tourism, Belo Horizonte, Brazil

Interactive debates:

Mr. Juan Carlos Belloso, Tourism expert, Future Places, Spain

Dr. Salvador Anton, Tourism expert and Full professor, Rovira i Virgili University, Spain

16:30 – 17:00

Coffee Break

17:00 – 17:30

SESSION 3: Recommendations for the cities

This session will start with a brief overview of the challenges of the non-Latin American urban destinations that form part of the research project. Later the research's experts will present recommendations and good practice examples on recent challenges in urban tourism.

Introduction: Ms. Esencan Terzibasoglu, Programme Director Destination Management and Quality, World Tourism Organization (UNWTO)

Panelists:

Ms. Laura Chavarro, Manager of Liaison Department - American cities, WTCF

Mr. Juan Carlos Belloso, Tourism expert, Future Places, Spain

Dr. Salvador Anton, Tourism expert and Full Professor, Rovira i Virgili University, Spain

17:20 – 17:30

Q/A

17:30 – 18:00

Closing and conclusions

Prof. Song Rui, WTCF Expert of Expert Committee, China

Ms. Esencan Terzibasoglu, Programme Director Destination Management and Quality, UNWTO

Ms. Mariana Mangiarotti, Director of Market Intelligence and Observatory, Tourism Entity of Buenos Aires, Argentina

20:00 – 22h30

Social event (only on invitation)

Wednesday, 27 September 2017

08:00 – 12:00

Technical visit in the city Buenos Aires (only on invitation)