

3rd UNWTO/UNESCO World Conference on Tourism and Culture: for the Benefit of All

Lütfi Kırdar International Convention and Exhibition Center
Istanbul, Turkey, 3-5 December 2018

Provisional Programme Outline

Sunday, 2 December 2018

10:00 – 20:00 Registration

Monday, 3 December 2018 (morning and afternoon)

08:00 – 10:00 Registration

10:00 – 10:40 **Opening Ceremony**

10:40 – 11:00 Coffee Break

11:00 – 13:00 **Ministerial Segment** – Strengthening collaboration between tourism and culture stakeholders

The Ministerial Segment will bring together ministers of tourism and culture to share good practice examples on how policies can be aligned to accelerate the shift towards sustainable development, how countries around the world are supporting public-private partnerships and ways of strengthening tripartite collaboration between tourism, culture and community.

What actions are tourism ministers taking to achieve a healthy balance between tourism development and conservation interests? How can destinations ensure the needs of their communities are represented in tourism planning and management?

13:00 – 14:30 Lunch

14:30 – 15:00 **Keynote Speech**

15:00 – 16:30 **Session 1** - Cultural tourism for sustainable and creative cities

This session examines how cities around the world, in particular those from the UNESCO Creative Cities Network, are taking innovative approaches and using cultural and creative sectors to achieve sustainable, inclusive and balanced development through cultural tourism.

How to harness creativity so to strengthen and innovate cultural tourism, and create synergy between them? How can creativity help safeguard the cultural heritage in cities, both tangible and intangible, while also constantly reinventing them? How can all stakeholders, including both tourists and local host communities and regions, benefit from cultural tourism in a sustainable way?

17:00 – 17:30 Signing Ceremony of the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism

17:30 – 18:30 Press Conference

19:00 – 21:00 Welcome dinner

Tuesday, 4 December 2018

10:00 – 11:15 **Session 2** - Responsible tourism as an ally for safeguarding Intangible Cultural Heritage

This session will examine how through safeguarding, communities can recreate ICH through the process of intergenerational transmission so that their practices continue to respond to their environment and provide them with a sense of identity and continuity. It will further look at the contribution sustainable tourism can make to supporting the transmission of ICH to future generations, while creating products, services and experiences for visitors.

How can tourism, culture and local community stakeholders work together to ensure the dynamic and living nature ICH is respected and adequately interpreted? How can we ensure that increased tourism around an element of ICH does not lead to its decontextualisation? How can we ensure a positive role of tourism in this process?

11:15 – 12:30 **Session 3** - Ensuring cultural tourism for all through digital transformation

This session will discuss the latest technology trends and advances in cultural tourism. It will also showcase examples of universal accessibility in this field, so enabling that culture and tourism can be equally enjoyed by all visitors, including those with disabilities and specific access requirements.

How can technology help address the challenges that cultural tourism stakeholders face? Which approaches are the most effective? And how do we ensure that the technology adequately represents the cultural heritage, without trivialising it?

12:30 – 12:45 **Istanbul Declaration on Tourism and Culture**

12:45 - 13:00 Presentation of the venue of the 4th World Conference on Tourism and Culture

13:00 – 13:15 Closing Session

Tuesday, 4 December 2018 and Wednesday, 5 December 2018

Technical visits (TBC)