



## **World Tourism Day 2017 Official Celebration**

### **“Sustainable Tourism – a Tool for Development”**

Doha, Qatar, 27 September 2017

*An official event of the International Year of Sustainable Tourism for Development 2017*

The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development.

This is a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behaviour towards a more sustainable tourism sector than can contribute to the SDGs.

The Official Celebration of World Tourism Day (WTD) 2017 will take place in Doha, Qatar, on the key themes of the IY2017:

- (1) Inclusive and sustainable economic growth
- (2) Social inclusiveness, employment and poverty reduction
- (3) Resource efficiency, environmental protection and climate change
- (4) Cultural values, diversity and heritage
- (5) Mutual understanding, peace and security.



## PROVISIONAL PROGRAMME

### Tuesday, 26 September 2017

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**19:30h** **Welcome Cocktail hosted by Qatar Tourism Authority (QTA)**  
Al Salwa Ballroom, Sheraton Grand Doha Resort & Convention Hotel

### Wednesday, 27 September 2017

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**08:00 - 09:00h** **Registration** at Sheraton Grand Doha Resort & Convention Hotel

**09:30 - 10:30h** **Opening Ceremony**

H.E. Sheikh Abdullah bin Nasser bin Khalifa Al Thani, Prime Minister and Minister of Interior of the State of Qatar

Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

Mr. Hassan Al-Ibrahim, Chief Tourism Development Officer, Qatar Tourism Authority (QTA)

**Welcome and Presentation of the Revised Qatar National Tourism Sector Strategy**

**Official photo**

**10:30 - 11:00h** **Coffee-break and Press Conference**

**11:00 - 11:30h** **Keynote speech**

**11:30 - 12:30h** **High Level Think Tank: Tourism as a means for enhancing cultural preservation and mutual understanding**

**12:30 - 14:00h** **Lunch**

**14:00 - 15:30h** **Session 1 – Tourism as a driver of economic growth, social empowerment and inclusive development – working towards SDG 8**

**15:30 - 16.00h** **Coffee Break**

**16.00 - 16.20h** **Communicating the value of tourism for development**

**16:20 - 17:30h** **Session 2 – Tourism and the Planet: committed to a greener future**

**17:30 - 18.00h**                    **Closing Ceremony and Presentation of the host country of WTD 2018**

Mr. Hassan Al-Ibrahim, Chief Tourism Development Officer, QTA

Mr. Taleb Rifai, Secretary-General, UNWTO

Representative of host country of WTD in 2018 (TBC)

**20:00 - 22.00h**                    **Official Dinner**

Al Salwa Ballroom, Sheraton Grand Hotel & Convention Resort

**Thursday, 28 September 2017**

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**Technical site visits** - For more information, kindly check the General information Note on WTD17's website.

1. Green Architecture Tour
2. Art of Creative Reuse Tour
3. Future of Sustainable Living Tour
4. Protected Beauty Tour



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT

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