

THEMATIC DISCUSSION

Protect our heritage: Social, cultural and environmental sustainability

Programme

Monday, 17 June 2019

Moderator: Ms. Sandra Carvão, Chief, Tourism Marketing Intelligence and Competitiveness, UNWTO

15:00 – 15:45 Tourism and Sustainability at the Political Level

Setting the scene by Mr. Manuel Butler, Executive Director, UNWTO

Tourism and Sustainability in National Tourism Policy

- Dr. Rania Al-Mashat, Minister of Tourism of Egypt

Discussion

15:45 – 16:30 Tourism and Sustainability at the Business Level

Making Innovation Work for Sustainability

- Ms. Natalia Bayona, Head, Innovation and Digital Transformation, UNWTO

The role of the private sector in advancing sustainability in tourism

- Mr. Osman Ayik, Chairman, TOBB

Discussion

16:30 – 17:30 Tourism and Inclusion: the Social Dimension

Accessibility – Tourism for all

- Mr. Benjamin Liberoff, Viceminister of Tourism, Uruguay

Gender equality

- Ms. Christine Mcnair Dadson, Ministry for Tourism, Culture and Arts, Ghana

Discussion

17.30 – 18.00 Tourism and Cultural Preservation

Managing the valorization of cultural heritage in Azerbaijan – the contribution of tourism to conservation

- Ms. Azada Huseynova, Representative of the Reservation Management Center, State Tourism Agency of Azerbaijan.

Discussion

18.00 Conclusions