

## **8<sup>th</sup> UNWTO Global Summit on Urban Tourism ‘Smart Cities, Smart Destinations’**

Palace of Independence

9-12 October 2019, Nur-Sultan, Kazakhstan

### **Preliminary Programme**

#### **Background and objectives:**

- In line with the United Nations New Urban Agenda and the Sustainable Development Goals, the creation of ‘Smart Cities’ holds enormous potential to generate a positive impact on citizens’ lives and visitors’ experiences by making cities more livable, manageable, sustainable and accessible.
- Smart cities can help provide better opportunities for boosting sustainable socio-economic development, employment, infrastructure development and strengthen resilience.
- What are smart cities all about and what does this mean for city tourism? A smart city and a smart destination means placing innovation, technology and resources at the disposal of developing integrated, sustainable and accessible urban settings for the benefit of its citizens and visitors.
- A smart city goes beyond the use of innovation and technology tools to improve urban life, it means rethinking urban development and planning and putting community and local engagement at the center of any conversation about economic growth and sustainability.
- The 8th UNWTO Global Summit on Urban Tourism will focus on how developing smart cities can contribute to address complex urban challenges faced today by many destinations across the world. The most critical issues in sustainability, accessibility, urban management, innovation and technology will be discussed, while stressing the importance of including tourism as a pillar of the smart city agenda as a means to make tourism a true contributor to the development of inclusive, resilient and sustainable cities.

## **Preliminary Programme**

### **Wednesday, 9 October**

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#### **08:00 – 18:00 Registration**

#### **09:00 – 13:00 UNWTO-ICCA Masterclass on the Meetings Industry**

The Meetings industry, which includes amongst others, meetings, conventions and congresses, is today recognized as a promising segment by destinations who acknowledge its potential for fostering socio-economic development, recognizing it as a great ally in the advancement of the Sustainable Development Goals (SDGs').

This Masterclass, organized by ICCA and UNWTO Academy, will give the opportunity to participants to get access to free Executive Education training delivered by ICCA experts and enhance their expertise on the Meetings industry. It will serve as a platform to explore the potential of this segment and equip all participants with the necessary knowledge and skills to further develop it in their destinations, while harnessing the many opportunities it offers for advancing the competitiveness of the destination.

UNWTO - ICCA Masterclass is addressed to industry professionals and government officials from Kazakhstan Tourism Administration, private companies, associations and academia who have or will have responsibilities in the tourism sector of their country related to the area of Meetings industry.

#### **Main Themes:**

- An introduction to the international association meetings industry (What is ICCA and its role as the knowledge hub for the meetings)
- Why are destinations focusing on the Meetings industry? Current trends and linking the economic cluster to the meetings that you bid
- How to research and bid to win future meetings: dos and don'ts

#### **Specific focus on:**

- How meetings create legacy for destinations (economic, social and environmental sustainability)
- Sustainability for the Meetings - GDSIndex

#### **Details**

- Duration: 4 hours approx.
- Venue: Palace of Independence
- Capacity: 30 local participants and 30 international participants
- Simultaneous interpretation will be provided into English and Russian

#### **19:00 – 21:00 Welcome Reception at Hilton Astana**

**Thursday, 10 October**

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**08:00 – 18:00 Registration**

**10:00 – 10:20 Opening Ceremony**

- Mr. Askar Uzakbaiuly Mamin, Prime Minister of Kazakhstan (TBC)
- Mr. Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)
- Mr. Altai Kulginov, Mayor of Nur-Sultan, Kazakhstan

**10:25 – 11:45 High Level Panel: ‘Smart cities and tourism’**

In an increasingly urbanized world, where cities have become platforms for innovation and change, the development and management of smart destinations has become either a reality for many cities or an envisioned goal in the future. In this discussion, Mayors from around the world will share insights on how to translate a smart city into a smart destination.

**Moderator:** Ms. Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness, UNWTO

**Panelists:**

- Mr. Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)
- Dr. Ir. Mochamad Basuki Hadimuljono, Minister of Public Works and Public Housing, Indonesia
- Ms. Pia Pakarinen, Deputy Mayor of Helsinki
- Mr. Khachit Chatchawanit, Deputy Permanent Secretary of Bangkok
- Mr. Yan Han, Deputy Secretary-General, WTCF
- Mr. Mihhail Kõlvart, Mayor of Tallinn
- Mr. Mansur Yavaş, Mayor of Ankara
- Mr. Ilur Metshin, Mayor of Kazan
- Mr. Jahongir Artikhodjaev, Mayor of Tashkent
- Mr. Oblakulov Baburmirzo, Mayor of Samarkand
- Mr. Sheikh Ansar Aziz, Mayor of Islamabad

**Adoption of the Nur-Sultan Declaration on ‘Smart cities, smart destinations’**

**11:45 – 12:15 Keynote Speech** Ms. Signe Jungersted, CEO & Founding Partner, Group NAO

**12:15 – 14:30 Cocktail Lunch**

**14:30 – 15:30 ‘Creative Cities: tourism as a source of innovation and creativity’**

Presenters: (15min each)

- Mr. Shain Shapiro, CEO, Sound Diplomacy, Music Cities Events
- Ms. Sarah Burslem, Head of Business Development, Niantic, Inc.
- Mr. Michael Oh, General Manager Asia Pacific, Timelooper
- Mr. Diego Fuentes, President and Founder, Tourism Optimizer Platform

**15:30 – 16:30 Session 1: Panel discussion on smart destinations**

According to SEGITTUR a smart destination is “an innovative tourism destination, based on state-of-the-art technological infrastructure, which ensures the sustainable development of the tourism territory, making it accessible to all, facilitating the interaction and integration of the visitor with the destination, increasing the quality of the visitor’s experience and improving the quality of life of the residents.” This session will focus on the five pillars of a smart destination (innovation, technology, accessibility, governance and sustainability) to discuss how cities can become smart tourism destinations.

**Moderator:** Ms. Edurne Vidal, Smart Destinations Program Manager, SEGITTUR

**Panellists:**

- Mr. Sergio Guerreiro, Senior Director, Knowledge Management & Innovation, Turismo de Portugal
- Ms. Eva Aranda, Public Affairs Director, IPSOS
- Ms. Marthe Nordahl, Assistant Manager, Hospitality & Tourism Centre of Excellence EMEA, PWC
- Mr. Ramon Sanchez, Global Head of Advertising & Tourism Organizations, Amadeus
- Mr. Sadvakasov K. , Deputy Chairman of the Board of NC Kazakh Tourism
- Ms. Galina Ganeeva, Director, Product Sales, MasterCard
- Mr. João Carlos de Oliveira, Director for Tourism in São Paulo City

**16:30 – 17:00 1:1** Presentation by Mr. Thomas Matarazzo, Researcher, Senseable City Lab, Massachusetts Institute of Technology, followed by conversation with Ms. Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness, UNWTO

**19:00 – 21:00 Reception of Nur-Sultan city’s Mayor at Saltanat Saraiy**

**Friday, 11 October**

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**10:00 – 11:30 Session 2: ‘Making the best of technology in building competitive urban destinations’**

The session will analyze in which ways technology can help cities to be better prepared and develop and manage tourism in a holistic manner. Innovative and technological solutions in tourism come with the promise of creating future-ready solutions tailored to a destination’s current and future needs. At the same time, collaboration between the public and private sector in the area of technology are increasingly helping cities to anticipate and solve urban challenges and realize “what works”.

**Moderator** Ms. Signe Jungersted, CEO & Founding Partner, Group NAO

**Panellists:**

- Mr. Jae-sung Rhee, President & CEO of Seoul Tourism Organization
- Mr. Joan Torrella, Managing Director, Turisme Barcelona
- Ms. Sara Pastor, Managing Director, Destinations EMEA, Adara
- Ms. Elif Balci Fisunoglu, Regional Director Europe, ICCA
- Mr. He Shengkang, Counselor, WTCF
- Ms. Olga Papadina, General Director of Project, Office for tourism and hospitality development, Moscow
- Mr. Alberto Hernando de Castro, Co-Founder and CTO, Kido Dynamics
- Mr. Kazzhanov A. Zh., Chairman of Astana Innovations

- Mr. Dimitry Tin, Founder, the Smart Tourism Center, Almaty

**11:30 – 12:00 Coffee Break**

**12:00– 13:20 Session 3: ‘City destinations for all: promoting universal accessibility’**

An accessible urban destination is a key requirement of any successful smart city strategy. This session will look into how accessibility in urban destinations is advancing thanks to the increased awareness of the opportunities it brings and to the emergence of new innovative solutions. Experiences and best practices will be presented with the goal of sharing best practices and further advance accessibility in urban destinations across the world.

**Introduction of the UNWTO Accessible Destination Award by** Ms. Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness, UNWTO

**Presentation and Moderation:** Mr. Martín Heng, Accessible Travel Manager, Lonely Planet

**Panellists:**

- Ms. Ch’ng Gaik Bee @ Hj. Dalilah Bee Bt. Abdullah, Deputy Director, Project Implementation and Building Maintenance Department, Kuala Lumpur City Hall
- Mr. Iván González, Director of Tourist Information, Destino Madrid
- Mr. Duysengaliyev T.T., Deputy Chairman of the Board of NC Kazakh Tourism.
- Ms. Michal Rimon, CEO, Access Israel

**13:20 – 13:30 Conclusions by** Ms. Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness, UNWTO

**13:30 – 15:00 Farewell Lunch**

**Saturday, 12 October**

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Social and cultural activities