



UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



UNWTO Tourism Tech Adventure UAE | The Future of Tourism, in the sidelines of the EXPO 2020: 'Connecting Minds, Creating the Future'.

hosted by:

The United Arab Emirates

Date: 25 March 2022

Venue: Museum of the Future



1 IN 10 JOBS WORLDWIDE ARE
IN TOURISM
UNWTO (2019)



**54% OF PEOPLE
EMPLOYED IN
TOURISM ARE
WOMEN**
UNWTO (2019)



**7% OF GLOBAL
EXPORTS**
UNWTO (2019)



**1.5 ONE BILLION
ARRIVALS
REACHED IN 2019**
UNWTO (2020)



**5% OF THE GLOBAL UNICORN
CLUB CORRESPONDS TO
TRAVEL**
CBINSIGHTS (2020)

Preliminary Agenda

Friday, 25 March 2022
Museum of the Future

HIGH LEVEL PANEL

The Future of the Tourism Industry through the eyes of the Public and Private Sector:

As we know, tourism is one of the sectors most impacted by COVID-19, with the travel industry dropping from 10,4% to 5,5% of global GDP over the past two years, together with economic, social and environmental challenges. However, the past years we have seen a mayor acceleration in the development of technologies and innovative solutions, from which the tourism sector has taken advantage in order to develop a more sustainable, resilient and accessible tourism.

As travel restrictions are slightly being lifted worldwide and the tourism sector slightly stars awakening, this interactive high-level panel will shine a light on the way forward of the sector and look for synergies between private and public sector.

09:30 – 10:00 **Registration**

Master of Ceremony Noora Jarwan Al Ahbabi, Information Security Eng.

10:00 – 10:30 **Welcome Remarks:**

Ahmad Belhouli Al Falasi, Minister of State for Entrepreneurship and SMEs, United Arab Emirates.

Zurab Pololikashvili, Secretary-General, UNWTO

10:30 – 11:00 **Interactive Panel I:**

FUTURE OF TOURISM AND TECHNOLOGY

This interactive panel will give the opportunity to each panellist from the private sector to share their vision of tourism in the upcoming years, especially taking into account innovation and

emerging technologies, and the role they play in developing a sustainable and innovative tourism mobility and infrastructure.

Moderation

Setting the scene: Natalia Bayona, Director of Innovation, Education and Investments, World Tourism Organization (UNWTO)

Amna Al Redha, Aviation X Lab Manager, AviationXLab (Emirates airline, Thales, Collins Aerospace, GE and Airbus)

Francesco M. Pavoni, Managing Director, Strategy & Consulting Products Lead, Accenture Middle East

Jamel Chandoul, Senior Vice President, Travel Channels - Middle East & Africa, Amadeus

Omar Haddad, Director, Business Development, Government Engagement, EEMEA, Mastercard

Picture of Panel I

11:00 – 11:15 **Networking and coffee break**

11:15 – 11:45 **Interactive Panel II:**

DIGITAL TRANSFORMATION AND RURAL TOURISM AS TOOLS FOR SUSTAINABILITY IN TOURISM

Due to the pandemic, the tourism industry had to reinvent itself, which created opportunity to further digitalize the sector through emerging technologies and deep tech. In addition, travellers also decided to travel more sustainable and choose for domestic, rural and eco-tourism. Which challenges is the Tourism and Hospitality Sector facing when it comes to digitalization, eco-friendly infrastructure and mobility and which solutions can technology offer to manager our destinations.

This interactive panel will showcase best practices of digital transformation in the tourism sector, as well as explore ways of including local communities without massifying rural tourism.

Moderation **Setting the scene: Natalia Bayona**, Director of Innovation, Education and Investments, World Tourism Organization (UNWTO)

Marie de Ducla, Sector Lead Travel & Tourism, Auto, Tech and FMCG Middle East and North Africa, Google

Rehan Rizvi, Director, Destination Strategy & Market Insights, Ras Al Khaimah Tourism Development Authority, UAE

Tristan Thomas, Director Digital & Innovation (Commercial & Customer), Digital, Technology & Innovation Division, Etihad Airlines

Picture of Panel II

11:45 – 12:00 **Networking and coffee break**

12:00 – 12:30 **UNWTO Top Startups: Startup pitches**

This session will give the opportunity to winners and finalists from previous UNWTO Startup Competitions to showcase their business.

Maktoura, Muhammad Kalthoum, Saudi Arabia

ViaVii, Leen Jarrar, Jordan

Tobadaa, Ahmed Hamed, Egypt

Katla Aero, Gustav Borgefalk, Sweden

HotelCloud, Kevin Czok, UAE

MyStay, Pavlína Zychová Czech Republic

Picture of the startups

Launch **UNWTO SDGs Tourism Awakenings Challenge – Video**

Natalia Bayona, Director of Innovation, Education and Investments, World Tourism Organization (UNWTO)

12:45 – 15:00 **Lunch**