**UNWTO Thematic session**

“Tourism Futures – New Governance and Advocacy”

Shangri-La Hotel - Jeddah, Kingdom of Saudi Arabia, 8 June 2022

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| 10:00-10:15       | Opening  
Zurab Pololikashvili, UNWTO Secretary General  
H.E. Mr. Ahmed bin Aqil Al Khateeb, Minister of Tourism Saudi Arabia |

**SESSION 1: Towards a new governance in tourism: Lessons learned for a resilient future**

| 10:15 – 10:15     | Setting the scene, Zoritsa Urosevic, UNWTO Executive Director  
The pandemic has brought the need for a new (national and international) tourism governance to the forefront, to advance a cross-cutting government approach, innovative financing, and effective coordination, all following joint objectives under a shared vision.  
Debate:  
Ministerial speakers will debate with International Organizations and Private Sector representatives.  
Moderator: Sharanjit Leyl, Singaporean Broadcast Journalist and presenter |
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<td>10:30 - 11:30</td>
<td>Coffee Break</td>
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**SESSION 2: Raising tourism’s visibility – becoming part of the conversation beyond promotion**

| 11:45 – 12:00     | Setting the scene, Ruth Wright, Head of Lifestyle Verticals, Euronews  
Tourism’s importance was highlighted by the standstill of international travel. Now is the time to seize this heightened public awareness and political recognition, to position tourism as an essential pillar of transformation, development and opportunity.  
Debate:  
Ministerial speakers will debate with Media representatives and Communications Experts.  
Moderator: Weam Aldakhil, Saudi Arabian journalist and television presenter |
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<td>12:00 - 13:00</td>
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| 13:00 – 13:15     | |