A. AIM OF THE CONFERENCE

Global changes in social, environmental, economic, and political conditions have resulted in unprecedented challenges in the tourism industry. In response to the COVID-19 pandemic, worldwide destinations implemented travel restrictions, which have severely impacted the tourism businesses. Although international tourism started to recover from the COVID-19 crisis, destinations still face challenges in various areas such as infrastructure, security, and human recourses.

One key to a successful tourism industry is the ability to recognise and deal with changes. With considerable challenges remain ahead, tourism organisations should forecast the trends and embrace the changes by focusing on monitoring, rethinking, innovating new forms of tourism. To advance the United Nations Sustainable Development Goals, joint efforts are needed to provide support for tourism transformation by accelerating the process of technology adoption, social inclusion, and environmental solutions.

In view of the above, the 16th UNWTO/PATA Forum on Tourism Trends and Outlook will address the theme “Transforming Tourism: Understanding Trends and Capitalising on Change” in its 2022 annual conference.
Aiming to serve as a knowledge platform for National Tourism Administrations, National Tourism Organizations and Destination Management Organizations, government officials, NGOs, industry practitioners, and academics to share trends and insights, research findings and practices, this year’s forum intends to deliver on the following objectives:

- Analyze the trends and changes in the tourism industry with a focus on tourism transformation and innovation.
- Exchange views on and prepare for the transition and transformation of tourism into a more sustainable, resilient and ethical development.
- Share practices and strategies on tourism recovery with an emphasis on destination resilience.

B. PARTICIPANTS

The Forum is aimed at:

- Representatives from National Tourism Administrations, National Tourism Organizations and Destination Management Organizations, dealing with research, trends and market intelligence.
- Practitioners from tourism industries (airlines, transport services, accommodation sector, tour operators, destination marketers, digital media professionals, tourism consultancies, etc.).
- Academics from research institutes and universities, and postgraduate/research students in tourism and hospitality.

C. CONFERENCE FORMAT

The one-day hybrid conference will cover:

a) **Keynote presentations**, to feature on tourism recovery in worldwide destinations and foreseeable transitions or transformations of tourism into a future of sustainable, resilient, ethical and community-based development.

b) **Panel discussions**, with an emphasis on the trends and changes in the tourism development and destination resilience.