



WORLD TOURISM CONFERENCE 2022 (WTC 2022)
"TOURISM FUTURES REIMAGINED"
Kota Kinabalu, Sabah, Malaysia
28 – 30 November 2022

TECHNICAL NOTE

OVERVIEW – BACKGROUND AND OBJECTIVES

Tourism's recovery from the wide-ranging impacts of the global pandemic presents the opportunity for a great reset moment – one which addresses long-standing challenges and their underlying vulnerabilities and inequalities, alongside the lessons learned from the pandemic to ensure a more sustainable trajectory. According to the World Tourism Organization (UNWTO) Policy Brief on Tourism and COVID-19, the crisis is an opportunity to rethink how tourism interacts with our societies, other economic sectors and our natural resources and ecosystems; to measure and manage it better; to ensure a fair distribution of its benefits; and to advance the transition towards a carbon neutral and resilient tourism economy.

Experts have observed that tourism is in transition to a future state which may be remarkably different, and is unlikely to return to business-as-usual as we knew it prior to the pandemic. Within this context, the usefulness of futures thinking and a foresight methodology enables us to reassess the possible future states and their implications on policies and strategies amid shifting market dynamics and emerging opportunities and risks.

Thus, with the theme of **"Tourism Futures Reimagined"**, the World Tourism Conference (WTC) 2022 has the following objectives:

- to provide an interdisciplinary platform for international leaders, policy makers, experts and world leaders in tourism to present and discuss the most recent innovations, trends, practical challenges and solutions for the future of tourism; and
- to champion thought leadership on tourism futures and strategies driving tourism's recovery and resilience in a post-pandemic world.

SUMMARY OF TOPICS

SESSION 1: DECODING TOURISM FUTURES – FORESIGHT & SCENARIOS

As tourism continues to be presented with challenges and uncertainties, there are multiple futures which the sector may be faced with. A foresight approach helps us envision the



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potential scenarios and provide a direction for the opportunities and challenges which lie ahead.

This session aims to analyse and discuss the future of tourism after the pandemic against the backdrop of a challenging global economic environment. Topics of interest will include global megatrends, country-level scenarios, mobility trends and potential pathways of change with a particular emphasis on the implications for sustainability.

SESSION 2: DISCOVERING NICHE OPPORTUNITIES FOR GROWTH

According to a post-pandemic UNWTO Panel of Experts survey, the major segments driving tourism recovery include domestic tourism, travel close to home, open-air activities, nature-based products and rural tourism. However, there continues to be considerable debate if these short-term trends can translate into more transformative change for the sector.

Using evidence from the pandemic and beyond, this session aims to identify new sources of growth for tourism by looking at key market shifts reshaping consumer demand.

SESSION 3: REDEFINING TOURISM SUCCESS – INSPIRING STORIES

Building on strong pent-up demand, post-pandemic tourism successes are a testament to the great flexibility and adaptive capacity of the sector. As proven by most of these inspiring stories, destinations and tourism-related businesses have thrived by deepening existing linkages with interrelated sectors such as transport, cities and human settlement, public health, safety and liveability.

This session will uncover the extraordinary success stories from outstanding captains of industry for policy makers, industry players and stakeholders to emulate, replicate and adopt best practice.

SESSION 4: REBUILDING TOURISM RESILIENCE & READINESS

Moving forward, tourism-related businesses should increasingly look outwards to other economic sectors in order to adopt the best business practices and global certification systems which can enhance corporate governance and foster a more progressive ecosystem for investments.



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This session will discuss topics such as ESG (Environmental, Social and Governance) and B-Corp Certification, among others, which can help prepare tourism businesses for future crises and discover impact investment opportunities for tourism from an investor's perspective.

PARTICIPANTS

This conference will bring together world leaders, high-level policy-makers, specialists and experts from the public and private sectors, academicians and media practitioners to share insights, update knowledge and expand partnerships to advance the vision of a tourism model which is more sustainable, inclusive and resilient to future disruptions.