

# **UNWTO Affiliate Members Roundtable: Public-private cooperation at the core of tourism sustainable development**

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**When:** Thursday, 15th June 2023

**Where:** Sokha Phnom Penh Residence, Phnom Penh, Cambodia



# 1

## BACKGROUND

Public-private partnerships is a pillar of tourism development. It is widely recognized that nowadays it plays a fundamental role in developing new tourism models, creating growth opportunities for local businesses and communities, as well as promoting destinations worldwide. If well-structured, it can contribute to advancing towards a more sustainable and responsible tourism sector.

The UNWTO Affiliate Members network fosters public-private cooperation in tourism and the synergies among Affiliate Members and Member States. Bringing together more than 450 private companies, associations, educational institutions, and DMOs, the UNWTO Affiliate Membership provides an unparalleled space for members to engage in dialogue, exchange knowledge, support new measures, and create synergies that promote the development of the sector, and contribute to the promotion of the United Nations' Sustainable Development Goals (SDGs).

The tourism private sector can contribute greatly to the development of a better and more sustainable tourism sector, and the solid network of Affiliate Members of UNWTO has the capacity to provide many initiatives, proposals, strategies and actions aimed at fostering public-private partnerships. Moreover, the UNWTO's Affiliate Membership includes entities with very different profiles and representing a wide variety of sub-sectors within tourism and related sectors.





# 2

## OBJECTIVES AND TOPICS

Organized within the framework of the 35th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia, the UNWTO Affiliate Members Roundtable will deepen the analysis of public-private cooperation as a fundamental pillar of a sustainable tourism development and will showcase successful examples of partnerships' models and strategies contributing to enhance the competitiveness of destinations, with a specific focus on the Asia region.

By featuring Affiliate Members from Asia and other regions, critical issues will be discussed, such as the importance of public-private partnerships for a destination to diversify its tourism offer and build innovative and sustainable tourism products, as well as the need to adapt governance models to the specificities of each region. It will also provide the opportunity to analyze ways to embrace sustainable practices to attract tourists who are more and more aware of the impact of their trips on the environment and local populations.

More specifically, this session aims to:

- Analyze the main elements behind the growing relevance of public-private cooperation for sustainable tourism development
- Showcase successful examples of public-private partnerships' models contributing to enhance destinations' competitiveness.
- Assessing the different roles and priorities of public and private stakeholders in tourism development projects.
- Highlight the contribution of the private sector to the development of innovative and sustainable tourism models.



# 3

## THEMATIC AND FORMAT OF THE SESSION

The session will feature 4/5 UNWTO Affiliate Members discussing the role of public-private partnerships in sustainable tourism development from different perspectives and presenting successful examples of cooperation between public and private tourism stakeholders.

Preliminary proposal of format:

- Welcome remarks / Keynote by the Affiliate Members Department
- Panel discussion
- Q&A

# 4

## TARGET AUDIENCE

- Ministries of Tourism and high-level officials from UNWTO Member States
- UNWTO Affiliate Members
- National Tourism Organizations
- Regional and Local Destination Management Organizations
- Academic Institutions (universities, research institutes)
- Professional associations and federations
- Travel agencies and tour operators
- For-profit companies