Global Forum on Education: The Foundation for Building Tourism
25th Session of the UNWTO General Assembly
19 October 2023, 10.00h-13.00h, Samarkand (Uzbekistan)

Provisional Programme

10:00h - 10:10h | Opening
• High-level ministerial welcoming

10:10h - 10:25h | Opening Keynote on the UNWTO Path on Education
• The Keynote will share the UNWTO strategy, and the role of educational programs in shaping the future of the tourism industry alongside objectives, vision and work done holistically in terms of tourism education, specifically ranging through secondary, tertiary through executive from vocational to academic for all generations including the new Bachelors programme.

10:25h - 11:10h | High Level Ministerial Debate on Policies to Foster Innovation & Education for Current and Future Generations
• This interactive debate will bring together ministers of tourism from countries pioneering in tourism education, to discuss policies that foster innovation and education for current and future generations in the tourism industry. The discussion will explore opportunities for shaping new policies, effective instruments, and global partnerships to support inclusive and sustainable tourism development while addressing the skill gap and creating value-added jobs.

11:10h - 11:25h | Keynote Address: Education, Investing in the Future
• This inspiring address will delve into the compelling opportunities and challenges associated with investing in education. Drawing parallels to pioneering innovations within the sector, the speaker will shed light on the significance of investing specifically in tourism education.

11:25h - 12:10h | Unlocking Horizons: Tourism as a Must-Have Subject in Education and Youth Perspectives. Presentation of the UNWTO Education Toolkit.
• In an engaging fireside chat, the UNWTO education toolkit will be launched and feature a panel discussion with education partners and academic representatives. Together, we will delve into the significance of secondary education in the tourism industry, sharing inspiring stories and experiences that showcase the transformative potential of education.

12:10h - 12:25h | Keynote Address: Unleashing the Power of Tomorrow: Transforming Technology, Innovation, and Education for a Limitless Future
• This inspiring address will present the latest technologies and trends at the service of capacity building. By exploring the transformative potential of introducing innovation in education, the address will inspire and motivate the audience to embrace innovation initiatives that shape a brighter future for tourism.
12:25h - 12:35h | Launch of the Tourism Academy in Uzbekistan

- A special presentation of the Tourism Academy in Uzbekistan, highlighting the country’s commitment to investing in tourism education and its partnership with UNWTO.

12:35h - 12:55h | Awards Ceremony: UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge in Tourism

- Celebrating the outstanding career of the 16th Ulysses Prize laureate. The prize recognizes individuals, organizations, or institutions that have made exceptional contributions to the generation and dissemination of knowledge in the field of tourism. It aims to promote innovation, research, and the sharing of expertise in order to advance the tourism sector and support its sustainable development. It serves as a global platform to celebrate and honor those who have significantly contributed to the knowledge base of tourism, fostering its growth and impact on a global scale.

12:55h - 13:00h | Closing Remarks & Signing Ceremony