A. AIM OF THE CONFERENCE

Sustainability in tourism relies on the implementation of sustainable tourism policies, engagements of local communities, the promotion of sustainable practices in businesses, the heightening of tourist awareness, and collaborations among tourism stakeholders.

Balancing preservation, people, and productivity can support the industry's long-term viability and contribute to the achievement of the United Nations Sustainable Development Goals. Through preserving natural and cultural resources, promoting the well-being of local communities, and fostering positive social and cultural transformation in destination societies, tourism can create a positive and long-lasting impact on productivity and quality of life of both tourists and locals.

In view of the above, the 17th UNWTO/PATA Forum on Tourism Trends and Outlook will address the theme "Towards Sustainable Tourism: Balancing Preservation, People, and Productivity" in its 2023 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:

- To explore innovative approaches and best practices for balancing preservation, people, and productivity in sustainable tourism.
- To foster collaboration and knowledge-sharing among stakeholders in the tourism industry.
- To promote awareness and education about sustainable tourism among forum attendees and the broader general public.

B. PARTICIPANTS

- 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, accommodations, 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 two-day conference will cover:

a) **Keynote presentations**, to feature on the latest trends, innovations, challenges and opportunities, and future of sustainable tourism.

b) **Panel discussions**, with an emphasis on various stakeholders, including governments, tourism businesses, NGOs, local communities, and tourists themselves, in achieving sustainable tourism.