17th UNWTO/PATA Forum on Tourism Trends and Outlook

Presentation about Successful cases of Tourism for the World Canal Culture

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Welcome and Introduction
- Welcome and Introduction

- Definition of Canal Cities

- Importance of Cultural Tourism

- Some succesful cases

- Conclusions
Definition of Canal Cities
Importance of cultural tourism
- Economic impact
- Preservation of heritage
- Job creation
- Cultural exchange
- Education and awareness
- Infrastructure development
- Promotion of art & culture
- Cultural diplomacy
- Sustainable development
- Community pride
GHENT, BELGIUM
SUZhou, ChiNa
GUILIN, CHINA
THANK YOU!