UNWTO Affiliate Members capture the voice of the private sector within UNWTO and strongly advocate for models of public-private cooperation. The private sector brings invaluable expertise, resources, and innovation to the table, from fostering a sustainable transition and promoting education to infrastructure development and digitalization. Collaborative efforts between governments and the private sector can lead to effective policies and strategies to shape a more inclusive, responsible, and prosperous future for the global tourism sector. These discussions will provide insights into how new cooperation models between different tourism stakeholders are being put into motion, as well as UNWTO Affiliate Members’ overall capacity and contributions to fulfill UNWTO’s agenda and mission.
Structure

15:00 - 15:10  Opening remarks:
Mr. Ion Vilcu, Director, Affiliate Members Department, UNWTO


16:40 - 17:50  Panel II: Amplifying UNWTO’s Mission Through Public-Private Synergies

17:50 - 18:00  Closing remarks:
Representative of Government of Uzbekistan - TBC

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
- Professional associations and federations
- For-profit companies
Panel I

Exploring New Horizons: The Confluence of Talent, Education, and Tourism

UNWTO Affiliate Members effectively contribute to shaping the tourism sectors in their respective destinations or business areas. This panel underscores the pivotal role of academia and strategic foresight in shaping the talent of the next generation of tourism leaders. Drawing from their rich experiences and expertise, Affiliate Members will spotlight how academic wisdom, merged with long-term planning and public-private cooperation, fosters sustainable and innovative pathways in global tourism. This panel will focus on the potential arising from the union of education and strategy in tourism.

Panel II

Amplifying UNWTO's Mission Through Public-Private Synergies

In today's ever-evolving tourism landscape, the role of collaborative efforts between public and private sectors has never been more important. Attendees will gain a clear understanding of the pivotal strategies and initiatives of UNWTO Affiliate Members. Witness firsthand the power of their engagement in crafting resilient, strategic, and forward-thinking cooperation for tourism development. This session serves as a testament to the Affiliate Members' contribution and the limitless potential of collaborative efforts in advancing the UNWTO's vision.
Feel free to reach out to the Affiliate Members Department at:

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