69th meeting of the Regional Commission for the Americas

SEMINAR: ENHANCING TOURISM DEVELOPMENT THROUGH INNOVATION IN COMMUNITY-BASED TOURISM

Varadero, Cuba, 29 April 2024

Provisional programme

14:30 – 14:45 Welcome remarks

- H.E. Mr. Juan Carlos García Granda, Minister of Tourism, Cuba
- H.E. Mr. Zurab Pololikashvili, Secretary-General, UN Tourism

14:45 – 14:55 Presentation 1: Innovation in Tourism Experiences through Community-Based Tourism and Success Stories in the Region of the Americas

- Ms. Natalia Bayona, Executive Director, UN Tourism


Moderator: Mr. Gustavo Santos, Regional Director for the Americas, UN Tourism

15:20 – 15:30 Presentation 2: “Strengthening Community-Based Tourism in Sustainable Territories”

15:30 – 16:00 Investment panel: “High-Impact Investments in Community-Based Tourism, Human Capital, Biodiversity and Infrastructure to Facilitate the Development of a Innovative, Sustainable and Local Tourism Products”

Moderator: Ms. Natalia Bayona, Executive Director, UN Tourism

16:00 – 16:10 Success Story in Community-Based Tourism

16:40 – 16:55  Startup Storytelling Pitch: Travel Through the Community

16:55 – 17:00  Closing and conclusions

• Mr. Gustavo Santos, Regional Director for the Americas, UN Tourism
• Ms. Natalia Bayona, Executive Director, UN Tourism