69th Meeting of UN Tourism Regional Commission for the Americas

SEMINAR:
ENHANCING TOURISM DEVELOPMENT THROUGH INNOVATION IN COMMUNITY-BASED TOURISM
Varadero (Cuba), April 29, 2024
Plaza América Convention Center

Preliminary Agenda

MC: Mr. Reinaldo Gómez Rodríguez, Presenter and Chief of International News at Canal Caribe

14:30 – 14:45 Welcome Remarks:
- His Excellency Mr. Juan Carlos García Granda, Minister of Tourism of the Republic of Cuba
- His Excellency Mr. Zurab Pololikashvili, Secretary-General, UN Tourism

14:45 – 14:55 Opening Keynote: "Innovation in Tourist Experiences through Community Tourism and Success Stories in the Americas Region"
- Ms. Natalia Bayona, Executive Director, UN Tourism

14:55 – 15:30 Ministerial Panel: "Challenges, Strategies, and Best Practices for Sustainable Tourism Development through Empowerment and Investment in Local Communities"
Moderator: Mr. Gustavo Santos, Director, Regional Department for the Americas, UN Tourism
- His Excellency Denise Guillén, Minister of Tourism of Panama
- His Excellency Mr. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Aviation, and Investments, The Bahamas
- His Excellency Mr. Arturo Bravo, Vice Minister of Tourism of Colombia
- His Excellency Mr. Juan Carlos García Granda, Minister of Tourism of Cuba
15:30 – 16:15  Presentation 1: "Tourism Development and Its Impact on Local Communities: Meliá Hotels International, 70 Years Creating Opportunities in Destinations"

- Mr. Gabriel Escarrer Jaume, President, Meliá Hotels International

16:15 – 16:30  Storytelling Pitch by Startups: Travel through the Community

- Mr. Christian Arteaga, Co-Founder, SmArt For Sustainability
- Ms. Nicole Sigmaringo, Co-Founder and Head of Product, Quantum Temple

16:30 – 17:00  Panel II: "Promoting Social Innovation in Tourism through Impact Investments in Community Tourism, Human Capital, and Business and Territorial Strategies."

Moderator: Jaime Mayaki, Director of the Technical Cooperation and Silk Road Department, UN Tourism

- Dr. Carlos César Páez, Director of the Center for Management Studies, Local Development, Tourism, and Cooperativism CE-GESTA
- Ms. Edna Rozo, Decena, Universidad del Externado of Colombia
- Mr. Joel Callañaupa, Director for Regional Programs, Planeterra
- Mr. Felipe Zalamea, CEO and Founder, Sumak Travel
- Mr. Francisco Longino Franquiz Domínguez, Expert, Ecotourism Travel Agency

17:00 – 17:10  Success Story: Women's Association Weaving Dreams and Flavors of Mampuján

- Ms. Juana Alicia Ruiz, Professor and Coordinator, Women's Association: Weaving Dreams and Flavors of Mampuján, Colombia

17:10 – 17:20  Presentation 2: "Tourism Development in Rural Areas and Its Impact on Local Communities"

Moderator: Antonio López de Ávila, Coordinator of the Rural Tourism Program, UN TOURISM

- Oyacachi, Ecuador (2023)
17:20 – 17:30 Conclusions and Closing:

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