

# 7<sup>TH</sup> UNWTO GLOBAL SUMMIT ON URBAN TOURISM

*“A 2030 Vision for Urban Tourism”*

16-19 September 2018 | Seoul, Republic of Korea

## Summit Information



The 7<sup>th</sup> UNWTO Global Summit on Urban Tourism will take place in Seoul, Republic of Korea on **16-19 September 2018**.

## 1. 7th UNWTO Global Summit on Urban Tourism

*The 7th UNWTO Global Summit on Urban Tourism will serve as a platform to exchange experiences and expertise to set a shared vision on urban tourism that embraces innovation and the digital transformation*

### Point 1

- Learn about trends, opportunities and challenges for urban tourism going towards 2030

### Point 2

- Network and cooperate to build a common vision of urban tourism in 2030

### Point 3

- Discover innovative and smart initiatives to build sustainable and competitive cities

## Summit Overview

**Dates** 16-19 September 2018

**Venue** The Shilla Seoul, Seoul, Republic of Korea

**Theme** A 2030 Vision for Urban Tourism

**Official Language** English

\* Simultaneous translation in Korean, French and Spanish will be provided, subject to demand of participants.

**Organized by** World Tourism Organization (UNWTO), Seoul Metropolitan Government (SMG)

**Supported by** Ministry of Culture, Sports and Tourism (MCST), Korea Tourism Organization (KTO), Seoul Tourism Organization (STO)

**Official Website** [www.7globalsummiturbantourism.kr](http://www.7globalsummiturbantourism.kr)

## *[ A 2030 Vision for Urban Tourism ]*

A “2030 vision” for urban tourism should encompass a new thinking to optimize the needs and expectations of the new customer and to facilitate inclusive economic and social growth, structural transformation and innovation by empowering local citizens for a better quality of life. This kind of vision must also address the changing dynamics of technology and its significant impact on the consumer behavior as well as on the economic, social and spatial structures, modes of transport, new business models, governance and research tools for tourism. A “2030 vision” for urban tourism needs to focus both on sustainability and competitiveness by putting in place a long-term vision and strategic planning. To be able to achieve this, it is extremely important to re-address the ways urban tourism is planned, developed, governed and managed in line with national/local urbanization policies, tourism policies and through coordination, cooperation and partnerships with all the related public and private stakeholders and the civil society.

## 2. Preliminary Programmes

**17 September 2018**

<b>Opening Ceremony</b>	<b>09:30 – 10:00</b>
<b>Keynote Session</b>	<b>10:00 – 10:30</b>



**B. JOSEPH PINE II** | Co-founder of Strategic Horizon LLP, Economist

- Management advisor to Fortune 500 companies and entrepreneurial start-ups
- Coauthor of book *The Experience Economy: Work Is Theatre & Every Business a Stage*
- The former MIT Design Lab Visiting Scholar, Visiting Professor at the University of Amsterdam
- Harvard Business Review "Welcome to the Experience Economy"

<b>High Level Panel</b>	<b>11:00 – 12:30</b>
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### *[ Urban Tourism in 2030 ]*

This panel will provide a policy discussion on urban tourism in view of the global urban agenda and the new dynamics and trends in demand and supply.

<b>Session 1</b>	<b>14:00 – 15:30</b>
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### *[ Looking Towards 2030 : An Innovative Approach to Competitiveness in Urban Destinations ]*

This session will explore how urban tourism needs a new thinking to optimize the needs and expectations of the new customer through innovation and technology in the areas of data collection, planning, development, govern and management.

<b>Session 2</b>	<b>16:00 – 17:30</b>
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### *[ The 4th Industrial Revolution Shaping the Future of Urban Tourism ]*

This session will focus on the current opportunities and challenges caused by technology, new platform tourism services, transformation in new business models and labour force patterns and address the ways to maximize the positive impact for the visitor and the local community while minimizing the inconveniences and undesirable consequences of tourism in urban areas. The concept of smart cities with intelligent physical, social, institutional and economic infrastructure will also be illustrated through successful cases.

**18 September 2018**

<b>One-on-One Interview</b>	<b>09:30 – 10:00</b>
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Interview by BBC with Representative of The Rockefeller 100 Resilient Cities Program

<b>Session 3</b>	<b>10:00 – 11:00</b>
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### *[ Urban Tourism and the Rejuvenation of Cities ]*

Tourism in urban areas creates spatial dynamics for transforming the urban landscape through the rejuvenation of public space, public infrastructure and connectivity, development of local amenities and recreational facilities and hence builds a quality visitor experience while safeguarding and enhancing the quality of life for the local community. This session will showcase urban destinations which have achieved success in this regard.

<b>Presentation of UNWTO Report</b>	<b>11:30 – 11:50</b>
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### *[ Understanding and managing visitor's growth in cities: beyond perceptions ]*

## Session 4

11:50 – 13:20

### *[ Fair and Inclusive Tourism : Building cities for all ]*

In connection with the annual "Seoul International Fair and Sustainable Tourism Forum", which has been hosted by the Seoul Metropolitan Government in collaboration with the UNWTO, and organized by the Seoul Tourism Organization since 2016, the Seoul International Fair and Sustainable Tourism Forum 2018 will take place under this session in the 7th Global Summit on Urban Tourism. This session will provide a global insight on how to adopt a local approach to economic and social development in urban destinations by integrating the local community and all the components along the tourism value chain. It is important to identify, prioritize and plan inclusive business opportunities for tourism to be able to maximize the positive impact for the visitor and the local community while minimizing the inconveniences and undesirable consequences of tourism in urban areas.

## Closing Session

13:20 – 13:40

## 3. Special Programmes

### UNWTO Global Youth Summit on Urban Tourism

15:00 – 18:30

The opportunity for the youth to gain a global perspective regarding tourism, engage and contribute to a future vision of urban tourism

#### *[ Session 1. Competitiveness in urban tourism ]*

Suggest tourism competitiveness and development Strategies of Seoul.

#### *[ Session 2. Urban tourism and sustainable development ]*

Suggest the urban tourism strategies for sustainable development.

### Special Session on Fair & Sustainable Tourism

15:00 – 16:30

#### *[ Over tourism to Fair tourism : Tourism for Life, Sustainable City ]*

This session is specially organized by "Seoul International Fair and Sustainable Tourism Forum 2018 ". Invited Speakers, regional tourism officials, village tour organizations and tourism experts will be divided into 3 discussion groups and find practical action plans for the fair & sustainable tourism.

**Group1.** Transforming tourism : Over tourism to fair tourism

**Group2.** Transforming tourism : Sustainable tourism to Sustainable life

**Group3.** Transforming tourism : Promotion to Management

## 4. Targeted Participants

- National Tourism Administrations/Organizations
- UNWTO Affiliate Members
- Local authorities, municipalities and international
- Regional associations/networks of local authorities
- City DMOs
- Convention Bureaus
- Travel trade representatives
- Public authorities in charge of transport
- Cultural institutions
- Academic institutions
- Urban planners, architects
- New Platform Tourism Services representatives
- ICT providers

Please visit the website for further information.

[www.7globalsummiturbantourism.kr](http://www.7globalsummiturbantourism.kr)