



SEVENTH INTERNATIONAL TOURISM FORUM FOR PARLIAMENTARIANS AND LOCAL AUTHORITIES

Puerto Vallarta, Mexico, 16-18 November 2010

Provisional Programme

Tuesday, 16 November

15:00-16:00 **Opening ceremony**
Minister of Tourism of Mexico
UNWTO Secretary-General
Governor of the state of Jalisco
Mayor of Puerto Vallarta

16:00-18:00 **Plenary session 1**

A) General overview of tourism in the world and in the Americas

B) Tourism navigating the economic crisis

This session will provide updated data on international tourism, analysing the key socio-economic impacts it generates in communities. It will explore the experiences and lessons learned during the recent economic crisis, showing how tourism could be used as an instrument to stimulate the global economy by creating jobs, promoting trade, supporting developing countries and accelerating the transition to a green economy.

In this respect, the UNWTO's Roadmap for Recovery, as a set of strategic guidelines based on the three interlocking action areas of resilience, stimulus and the green economy, has been embraced by world leaders and decision makers as a valuable instrument for navigating the crisis.

20:00 Welcome/Gala dinner

Wednesday, 17 November

09:30-11:00 Plenary session 2

Tourism governance. The place of tourism in institutions

This session will deal with the horizontal nature of tourism and explore the need to consider it as a specific and comprehensive state policy that is accorded the highest consideration in the cabinet-level portfolios of governments.

It will analyse the interaction between institutions at the national, regional and local levels, the pros and cons of centralized and decentralized policies, as well as the prominent role played by legislators in many domains that have an impact on tourism activity.

11:00-11:30 Break

11:30-13:00 Plenary session 3

Public-private partnerships to improve competitiveness

This session will explore the importance of building strong alliances in tourism and defining the respective roles of the public and private sectors: What should be provided by governments and legislators and what should be expected from businesses in order to compete efficiently? Fundamental aspects such as communications, promotion, infrastructure and regulation are to be covered.

13:00-15:00 Lunch

15:00-16:30 Plenary session 4

The contribution of tourism to sustainable development and to the Millennium Development Goals

The World Tourism Organization promotes sustainable tourism and directly contributes to the achievement of the MDGs through two lines of intervention: the Sustainable Tourism-Eliminating Poverty initiative, known as ST-EP, and the MDG Achievement Fund.

Climate change, biodiversity, water, energy consumption and their relation to tourism are addressed to ensure environmental sustainability. Poverty alleviation, community-based tourism, the promotion of gender equality and the empowerment of women are also on the UNWTO's agenda as a response to social and economic gaps.

This session will analyse the progress that has been made in all these areas and the challenges that lie ahead for the remaining five years, especially in relation to the role played by all the stakeholders at the country level and within the UN system.

16:30-17:30 Presentation

Economic impact of migration on tourism development

Thursday, 18 November

09:30-11:00 Plenary session 5

Travel facilitation and consumer protection

Travel & Tourism has become a right for all citizens of the world, and we need to ensure the best possible conditions for travellers.

This session will concentrate on responses to some of the challenges we are facing in creating proper conditions for travel, such as security measures, border crossings, passport and visa requirements, and accessibility. It will also deal with ways to protect travellers in case of natural disasters and how to manage travel warnings in an objective manner.

The Global Code of Ethics for Tourism, as well as certain regional experiences, such as the Schengen space, ASEAN, APEC, SICA or Mercosur, are illustrative cases in which positive contributions to travel have been made.

11:00-11:15 Break

11:15-12:00 Conclusions and Puerto Vallarta declaration

12:00-12:30 Closing ceremony