



## **TECHNICAL NOTE**

### The 5<sup>th</sup> UNWTO/PATA Forum on TOURISM TRENDS AND OUTLOOK

26-28 October 2011  
Guilin, China

#### **A. AIM OF THE CONFERENCE**

Innovation and diversification have been essential to product development to match new and emerging markets and to the winning of competitive advantage for tourism at demanding times. Facilitated with technology, they could serve as effective strategies for destinations to recover from crises and to lead new growth.

Overarched within the theme of innovation and diversification, this 5<sup>th</sup> *UNWTO Forum on Tourism Trends and Outlook* aims at providing a platform for government offices, NGOs, industry practitioners and academics to share their perspectives, research findings, and practices on innovation and diversification in tourism. Specifically, the objectives of the Forum are proposed as follows:

- To share state-of-the-art research, practices and perspectives on innovation and diversification in new product development and in the creation of quality tourist experience at different scales or in different contexts.
- To analyze global and regional tourism trends with a focus on emerging markets with high potentials of growth.
- To exchange views and share experiences in tourism recovery for destinations after crises and/or disasters.
- To discuss the prospects of utilizing technology to promote destinations, businesses, and visitor experience.

#### **B. PARTICIPANTS**

- Senior management officials from National Tourism Administrations and National Tourism Organizations
- Research officials from National Tourism Administrations and National Tourism Organizations
- Practitioners from tourism industries (tour operators, hotels, transport services, telecommunications, financial bodies, consultancy firms, etc.)

- Research institutes and universities

## **C. CONFERENCE METHODOLOGY**

The two-day Conference will be divided into two generic sessions:

- a) The technical session (on the first day) aims at a small audience. This session will provide practitioners and academics with a forum to exchange views and perspectives on innovation and diversification in tourism, new product development for emerging markets, and the utilization of technology to promote destinations and enhance businesses. Examples and/or best practices will be exchanged with experiences from different sectors extracted from a selected number of destinations and/or source markets. The technical session will encompass both public and private sector perspectives to look at innovation, diversification and technology, and to discuss their implications for product development for emerging markets, with an aim of generating ideas.
- b) The plenary session (on the second day) is open to a broad audience. This session, to be conducted by renowned international speakers from the tourism sectors, will be devoted to consensus building and knowledge synthesis in pertinence to innovation and diversification in tourism. The role of tourism education and research in cultivating innovation will also be discussed.