



TECHNICAL NOTE

The 7th UNWTO/PATA Forum on TOURISM TRENDS AND OUTLOOK

21–23 October 2013
Guilin, China

A. AIM OF THE CONFERENCE

The integration of theory and practice has been a permanent topic and essential to the success of tourism development in a destination. Drawing upon new knowledge, practices and challenges, tourism development in a dynamic and global-local environment is the overarching theme of the 7th UNWTO/PATA Forum on *Tourism Trends and Outlook*. Aiming as a platform for government officers, NGOs, industry practitioners and academics to share their perspectives, research findings, and practices in tourism development, the 7th Forum intends to deliver on the following objectives:

- To share state-of-the-art research, perspectives and experiences in tourism policy, development and industry practices.
- To analyse global and regional tourism trends and challenges facing its future development.
- To explore and formulate new problems for future research and knowledge development in tourism policy, development and industry practices.

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.)
- Academics from 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 tourism development. Experiences, problems and issues, as well as challenges will be exchanged with practices from worldwide destinations and/or source markets. The technical session will encompass academic, public and private sector perspectives on the dynamics in future tourism development, on the basis of which future research problems are formulated.
- 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 tourism development. The integration of theory and practice (or research and development) will also be discussed.