“International Seminar on Tourism Destinations Management in Cultural Heritage Sites”

Hotel Occidental El Embajador
Santo Domingo, Dominican Republic
17 and 18 February 2014

PROGRAMME

17 February 2014

08.00-09.00  Registration of participants

09.00-09.30  Inauguration of the International Seminar with the presence of Hon. President of the Dominican Republic, Mr. Danilo Medina Sánchez, followed by the Accession Ceremony of the Dominican Republic to the Global Leaders for Tourism Campaign

- Remarks by Mr. Francisco Javier García, Minister of Tourism of the Dominican Republic
- Remarks by Mr. Taleb Rifai, Secretary-General of the UNWTO

Delivery of the Open Letter of the Dominican Republic to the Global Leaders for Tourism Campaign.

09.30-09.45  Presentation of the International Seminar by Mr. Kishore Rao, Director of the World Heritage Centre (UNESCO)

09.45-11.15  Session 1: Management of Cultural Heritage Sites from the Tourism Perspective

Moderator: Mr. Carlos Vogeler, Regional Director for the Americas of the UNWTO

- Mr. Héctor Malarin, Chief, Division of Environment, Rural Development and Disaster Risk Management, Inter-American Development Bank (IDB)
- The case of San Juan, Puerto Rico, Mr. Francisco Javier Rodríguez, Dean, University of Puerto Rico
- The case of Old Havana, Mr. Alexis Trujillo, First Deputy Minister of Tourism, Cuba
- Management Plan for the Old City of Panama, Ms. Silvia Arroyo, Coordinator of Patronato de Panamá Viejo Master Plan
- The case of Santo Domingo, Ms. Maribel Villalona, Coordinator General, Colonial City Tourism Promotion Programme, Dominican Republic
11.15-12.45  **Session 2: Managing Cultural Routes through Tourism**

Moderator: **Mr. Miguel Calzada**, President of tourism channel, Caribbean Traveling Network (CTN), Dominican Republic

- Coffee Route, **Ms. Sandra Howard**, Vice-Minister of Tourism of Colombia
- Mundo Maya Route, **Ms. Maru Acevedo**, Deputy Director, INGUAT, Guatemala
- Management Plan in the Magical Villages Programme, **Sr. Marte Molina Garibaldi**, Program Coordinator for “Mexico's Heartland and Beaches, México
- Cacao Route, **Ms. Carol Félix**, President, Planning Manager, Dominican Republic
- Silk Road, **Mr. Michel Julian**, Coordinator, Tourism Market Trends Programme, UNWTO

13.00-14.00  **Lunch**

14.10-15.30  **Session 3: Sustainable Tourism of Tourism at World Heritage Sites**

Moderator: **Mrs. Tamara Vásquez**, Consultant / Coordinator of Sustainable Tourism, Innovation and Entrepreneurship, National Council for Productivity, Dominican Republic

- La Ciudadela & Sans Souci, **Ms. Stéphanie Villedrouin**, Minister of Tourism of Haiti
- Management Plan of Santa Ana de Coro, **Mr. José Luis Naranjo Rosas**, Collective Tourism Authority of Falcón State, Venezuela
- Cusco - Machu Picchu, **Ms. Silvia Uscamaita Otárola**, Deputy Mayor, Municipality of Cusco, Peru
- **Mr. Dirk Glaesser**, Acting Director of the Sustainable Development of Tourism Programme, UNWTO

15.30-17.00  **Session 4: Education, Heritage and Tourism**

Moderator: **Mr. Arturo Villanueva**, Vice President of the National Hotel Association of the Dominican Republic

- **Prof. Donald Hawkins**, George Washington University, United States
- **Ms. Laura Faxas**, Ambassador and Permanent Delegate, UNESCO
- **Mr. Luis Felipe Aquino**, Dean of the School of Tourism, Universidad UNAPEC, Dominican Republic
- **Mr. Francisco Madrid**, Dean of the School of Tourism, Anahuac University, Mexico
- **Mr. Javier Muñoz Ledesma**, Director of International Cooperation, AENOR Sustainable Development of Tourism

19.00-20.00  **Signature of the Compromise of the World Ethics Code for Tourism of UNWTO (by invitation)**

20.00-22.30  **Carnival Gala Dinner in the San Francisco Ruins (by invitation)**
18 February 2014

08.30-11.00  Air Connectivity Meeting of Ministers and Authorities of Tourism of America (by invitation)

09.30-11.30  Session 5: Tourism Promotion and Intangible Cultural Heritage

Moderator: Prof. Bruno Pujol, Vice-Dean, Faculty of Social Sciences, Antonio de Nebrija University, Spain

- Colonial City Tourism Promotion Programme, Mr. Herman Van Hoof, Regional Office, UNESCO, Dominican Republic
- Intangible Heritage, Mr. Fernando Olivera, Secretary of Tourism of the State of Guanajuato, Mexico
- Music and Performing Arts: Tango in Argentina, Ms. Marcela Cuesta, Director of Promotion, National Institute of Tourism Promotion, Argentina
- Social practices, rituals and festivities, H.E. Mr. José Antonio Rodríguez, Minister of Culture, Dominican Republic

11.30-12.00  Conclusions

Closing of the International Seminar

Remarks by Mr. Taleb Rifai, Secretary-General of the UNWTO

Remarks by H.E. Mr. Francisco Javier García, Minister of Tourism of the Dominican Republic

12.00-14.00  Cultural Show and Dominican food Tasting, Interior courtyard of Hotel Embajador