International Forum on Sustainable Development of Tourism and Innovation

Hotel las Américas International Convention Center
Cartagena de Indias, Colombia
24 June 2014

FINAL PROGRAMME

08:30 - 09:00  Registration of participants

09:00 - 09:30  Official Inauguration of the International Forum on Sustainable Development of Tourism and Innovation

- Dionisio Vélez Trujillo, Mayor of Cartagena de Indias, Colombia
- Santiago Rojas, Minister of Trade, Industry and Tourism, Colombia
- Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

09:30 - 09:40  Keynote remarks by David Scowsill, President & CEO, World Travel and Tourism Council (WTTC)

09:40 - 10:00  Presentation of the Basic Introductory Report
Antonio López de Ávila, President, State Corporation for the Management of Tourism Technologies and Innovation (SEGITTUR), Spain

10:00 - 11:30  PANEL 1
Tourism, Competitiveness and Sustainability

How to increase the productivity of the tourism sector through the responsible use of essential resources, thus reinforcing the concept of sustainability. Also to be discussed is the objective of sustainable tourism observatories as instruments to improve quality and competitiveness through the measurement and monitoring of the sustainability of tourism destinations.

Moderator: Carlos Vogeler, Director-Executive Secretary of Member Relations and Regional Director for the Americas, UNWTO

- Antonio López de Ávila, President, SEGITTUR, Spain
- Synthia Solomon, Consultant, Honduras Tourism Board
- Javiera Montes Cruz, Undersecretary of Tourism, Ministry of Economy, Development and Tourism, Chile
- Paula Cortés, President, Colombian Association of Travel and Tourism Agencies (ANATO)
11:30 - 13:00  PANEL 2

Management of Technologies Applied to Tourism Communication and Marketing

Implicit in the concept of innovation is the concept of change with value being added to the product through experiences, with the goal of achieving maximum competitiveness. The private sector has a key role in driving changes in the planning, management and development of a destination, as well as in fostering consumer demands through the production and consumption of innovative products.

Moderator: Edmund Bartlett, Member of Parliament and former Minister of Tourism, Jamaica

- Carlos Montaldo, President, Tourist Hotels Association (AHT), Argentina
- María del Carmen Orellana, Commercial Director, Ministry of Tourism, Cuba
- Enrique Stellabatti, Vice President of Tourism, PROEXPORT, Colombia

13:00 - 14:30  PANEL 3

Community-Based Tourism as a Pillar of Sustainability

The tourism sector is an activity that continues to show an expansionary trend at the global level in both quantitative and economic terms, and this situation will more markedly benefit emerging areas, countries and destinations (as is the case of the Americas region), provided that the planning of actions responds to the new requirements on the demand side. In recent years, changes are being seen in the alternatives for practising tourism—such as community tourism—which are being embraced by tourists who seek to get to know places where they can explore and learn about a different local culture, where they can find different offerings in terms of natural or cultural diversity that they welcome as a form of experiential enrichment.

Moderator: Luis Eduardo Cortés Muñoz, President, Executive Committee, IFEMA, Spain

- Ana Carolina Somarriba, Coordinator of Development Projects for Central America, UNWTO
- Clara Inés Sánchez Arciniegas, Director of Tourism Quality and Sustainable Development, Ministry of Trade, Industry, and Tourism, Colombia
- Hermes Navarro, Chief of Investment Attraction, Costa Rican Tourism Institute (ICT)
- Alicia Lonac, Director of National Tourism Development, Ministry of Tourism, Argentina
15:00 - 17:00  Lunch
17:00 - 18:30  PANEL 4

The Social Appropriation of Sustainability

Education is an essential tool for achieving sustainability, although it is generally recognized that current economic development trends are not sustainable and that public awareness, education and training are key to moving society towards sustainability. However, the significance of sustainable development is debated, especially in terms of affordability. How should we transmit these concepts so that society adopts them?

Moderator: Márcio Favilla, Executive Director, Operational Programmes and Institutional Relations, UNWTO

- Anasha Campbell, Secretary, Central American Tourism Integration Secretariat (SITCA)
- Ernesto Bartolucci, Director, Center for Advanced Studies in Tourism (SECTUR), Mexico
- Luis Carlos Cruz Cortés, Dean, Externado University of Colombia

18:30 - 18:45  Success story: How to increase productivity of the tourism sector through the responsible use of essential resources and therefore reinforce the concept of sustainability, Samuel Huertas, CEO, Biohotel Organic Suites Bogotá D.C.

18:45 – 18:55  Lunching of the Sustainable Tourism Observatory - Honduras

18:55 - 19:10  Conclusions