A. AIM OF THE CONFERENCE

In contemporary societies, connectivity is essential to professionals, organizations, businesses, and industries. Drawing upon experiences from both research and practices, the 8th UNWTO/PATA Forum on Tourism Trends and Outlook addresses the theme of “Enhancing connectivity in tourism”. The enhancement (or impairment) of connectivity and its consequences on tourism policy, development, and industry practices will be discussed in technological, regional, geopolitical, and social-economic terms or perspectives. Aiming as a platform for government officers, NGOs, industry practitioners, and academics to share their perspectives, research findings, and practices, the 8th Forum intends to deliver on the following objectives:

− To enhance connectivity through sharing state-of-the-art research, perspectives, and experiences in tourism policy, development and industry practices.

− To analyse global and regional tourism trends and challenges in connectivity improvement or impairment.

− To explore and formulate new problems for future research and knowledge development on connectivity enhancement in the tourism industry.
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 (airlines, transport services, tour operators, hotels, destination marketers, information and communication technology professionals, social media and e-marketers, destination and tourism consultant companies, etc.)
- Academics from research institutes and universities, and postgraduate/research students in tourism and hospitality.

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 connectivity in tourism. 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 enhancing connectivity in tourism, 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, will be devoted to consensus building and knowledge synthesis in pertinence to enhancing connectivity in tourism. The integration of theory and practice (or research and development) will also be discussed.