



TECHNICAL NOTES

The 9th UNWTO/PATA Forum on TOURISM TRENDS AND OUTLOOK

19-21 October 2015
Guilin, China

A. AIM OF THE CONFERENCE

In the context of globalization, social media and customization, industries and economic sectors have been shifting in their strategies to capitalize on consumers' ongoing quest for, to offer, and to co-create memorable experiences with modern consumers. Building on research and practices, the 9th *UNWTO/PATA Forum on Tourism Trends and Outlook* addresses the theme of "Tourism and the Experience Economy", in which tourism policies, industry development, and business/management practices will be discussed in light of the experience economy. Aiming as a platform for government officers, NGOs, industry practitioners, and academics to share their perspectives, research findings, and practices, the 9th Forum intends to deliver on the following objectives:

- To share state-of-the-art research and industry practices in developing tourism in the realm of the experience economy.
- To analyse and update global and regional tourism trends and challenges in connection to tourism and the experience economy.
- To explore and formulate new problems for future research on tourism as an experience economy.

B. PARTICIPANTS

- Senior management officials from National Tourism Administrations and National Tourism Organisations
- Research officials from National Tourism Administrations and National Tourism Organisations
- 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 plenary session (on the first 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 the theme – Tourism and the Experience Economy. The integration of theory and practice (or research and development) will also be discussed.
- b) The technical session (on the second day) aims at a small audience. This session will provide practitioners and academics with a forum to exchange views and perspectives on tourism and the experience economy. Success stories, 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 forum theme, on the basis of which future research problems are formulated.