



## **Special Session & Luncheon with the UNWTO Ulysses Prize Laureate**

**21<sup>st</sup> Session of General Assembly  
13 September 2015, 12:30 – 14:30**

### **I. Draft Program/Agenda**

---

***13 September 2015, Sunday (12:30 – 14:30, Venue: to be confirmed)***

---

|               |  |
|---------------|--|
| 12:30 – 14.30 | <b>Lunch to be served</b>  |
| 13:00 – 13:10 | <b>Introduction</b><br>Mr. Taleb Rifai, Secretary-General, UNWTO   |
| 13:10 – 14:00 | <b>Panel Discussion with UNWTO Ulysses Prize Laureates:<br/>‘Tourism Today and Tomorrow’</b><br><br>Moderator: Mr. Carlos Vogeler, Director, Executive-Secretary, Members Relations, UNWTO<br><br>Panelists: <ul style="list-style-type: none"><li>• Prof. Don Hawkins, 2003 Laureate, George Washington University</li><li>• Prof. David Airey, 2005 Laureate, University of Surrey</li><li>• Prof. Kaye Chon, 2011 Laureate, the Hong Kong Polytechnic University</li><li>• Prof. Eduardo Fayos-Sola, 11th Laureate (2014)</li></ul> |
| 14:00 – 14:20 | <b>Discussion with the Audience (Q &amp; A)</b>  |
| 14:20 – 14:30 | <b>Closing</b>   |

### **II. Session Topics: ‘Tourism Today and Tomorrow’**

The UNWTO Ulysses Prize Laureates personify the world leaders in the creation and dissemination of knowledge in tourism with excellence. Their contributions have helped shape the foundations of tourism scholarship and their careers serve as inspirational role models for generations to come.



In this frame of reference, some of the specific issues that can be addressed by the panelists as below:

Tourism is a trillion-dollar sector, involving the movement of billions of people each year. How would you see the present tourism sector in response to this rapidly evolving and highly competitive global market place?

What would be your reflection on key trends, market development priorities, modalities for cooperation and the role of governments and international organizations can play in these collaborative endeavors?

Also, is the present rate of innovation effective enough to counteract the headwinds of restrained disposable incomes, higher energy costs, climate change, safety and security issues, and growing inequality?

The movement of billions of people could bring billion opportunities or billion disasters. How do we manage growth and use it as a force for good to achieve a new direction of main impacts of tourism: employment, economy and sustainability.

In your experience, what would you say are the most effective tools to translating the current research on tourism policy and governance to practitioners and spur concrete actions at the local, national and international levels?

### III. General

- The official language of the Panel Discussion is **English**. At the start of the Panel, the moderator will provide a short introduction on each panellist.
- A round of questions from the moderator to the panelists will follow to further develop on the topic.
- The panel discussion will be followed by a brief Q&A session.
- A light lunch will be served prior to the panel discussion

### Contact

Eunji Tae  
UNWTO Knowledge Network  
[innova@unwto.org](mailto:innova@unwto.org)