



7th UNWTO Urban Tourism Summit

A 2030 Vision for
Urban Tourism

Conclusions



**Tourism top sector in the
experience economy**



**From experiential to
transformational**



Be authentic!



**Technology & A.I. & big data in
all steps of the journey**



New skills...



Building resilience



Travel Citizens



**‘Overtourism’ or better
management?**



Monitor.Plan.Manage



Cities for all

11 SUSTAINABLE CITIES AND COMMUNITIES



**Tourism in the New Urban
Agenda + SDG 11**





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Thank You

고맙습니다