UNWTO Mayors Forum for Sustainable Urban Tourism
‘Cities for all: building cities for citizens and visitors’

Lisbon City Hall
5 April 2019, Lisbon, Portugal

Programme

Thursday, 4 April

20:00 – 21:30 Welcome Cocktail at Pousada de Lisboa

Friday, 5 April

09:00 – 10:00 Registration

10:00 – 10:30 Opening Ceremony

Fernando Medina, Mayor of Lisbon, Portugal
Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)
Pedro Siza Vieira, Minister of Economy, Portugal

10:30-11.00 Group Photo

Press Conference

11:00 – 13:00 Discussion

Open debate under Chatham House Rule with a setting the scene introduction.
Session I: ‘Smart cities’: technology, innovation and creativity

Smart cities are built on the effective use of technology, innovation, creative and sustainable solutions that contribute to overall improve the quality of life for residents, visitors and investors. Smart destinations continuously measure and use information for evidence-based decision making, prioritization of measures and anticipation of challenges.

**Big data and innovative solutions (35 min)**

*Setting the Scene*

*Sapan Shah, Vice President, Enterprise Partnerships, Mastercard (5 min)*

*Andrés Felipe Duran, CEO and Ecosystem builder, Unidigital (5 min)*

*Isabel Oliver, Secretary of State of Tourism, Spain (5 min)*

Through the use of big data, timely measurement and intelligent promotion of tourism, cities can guarantee the responsible and sustainable management of urban tourism and its impacts, ultimately ensuring that cities are equipped and prepared for the future.

**New business models (35 min)**

*Setting the Scene: Manuel Butler Halter, Executive Director, UNWTO (5 min)*

Today the impact of new business models (or the so-called sharing economy) in the tourism sector is undeniable and it is noticeable in different areas (e.g. accommodation, food, transportation, etc.). In particular, the rapid growth and popularity of platforms like Airbnb and HomeAway across cities has sparked intense debate of its effects. Understanding how the widespread use of these platforms are affecting urban destinations today and what have been the responses to these developments in cities by the different groups of stakeholders can provide useful insight on how to tackle its challenges in the future.

**Creative cities and events (35 min)**

*Setting the Scene: Luis Cueto, General Coordinator, Madrid City Council, Spain (5 min)*

Creativity has become a more important issue as cities have developed and changed over the years. Creative industries can build experiences that benefit both visitors and residents. In the context of tourism, the development of cultural products and events can be a major contributor to the regeneration and development of cities and its attractions, to promote dispersal and engage new sectors in the tourism value chain, spreading the benefits and impacts of the sector.
13:00 – 13:15  Address by Bakhyt Sultanov, Mayor of Nur-Sultan, Kazakhstan

Signature of the Agreement for the hosting of the 8th UNWTO Global Summit on Urban Tourism, Nur-Sultan, 9-12 October 2019

Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)
Bakhyt Sultanov, Mayor of Nur-Sultan, Kazakhstan

13:15 – 15:15  Lunch at Sala Arquivo, Lisbon City Hall

15:15 – 17:30  Discussion (cont.)

Open debate under Chatham House Rule with a setting the scene introduction.

Session II: Policy and Management for all

Across the world, overcrowding and tourism congestion have emerged as adverse impacts caused by the rising tourism flows in urban destinations. While each city faces specific challenges, a wide range of measures can be implemented to better manage tourism in urban areas. Examples and good practices of such measures include the promotion of dispersal in space and in time, planning and managing carrying capacity, measure and monitor other key indicators such as residents' perceptions and review and adapt regulation, among others.

Infrastructure, resources and planning (45 min)

Setting the Scene: Mato Frankovic, Mayor of Dubrovnik, Croatia (5 min)

Tourism is one of many sectors and activities to use a city’s space, resources and infrastructure and services. These are today increasingly under pressure due to the growing number of visitors, residents and commuters. Strengthening transport and mobility networks, and ensuring adequate infrastructure and services are in place are fundamental for the general quality of life of residents and visitors. The opportunities and challenges in adopting a holistic approach to transportation and planning, including integrating tourism in wider strategies and solutions for sustainable mobility and infrastructure development will be debated.

Local community engagement and empowerment (45 min)

Setting the Scene: Philip Pierins, Deputy Mayor for Tourism, Bruges, Belgium (5 min)

The income generated from tourism contributes significantly to the socio-economic and cultural development of many cities and its surroundings. A recent UNWTO/IPSOS global survey to residents in January 2019 showed that residents considered the generation of wealth and income and the creation of intercultural exchanges as the most significant impacts of tourism in cities. Yet ensuring that urban tourism prompts benefits
for local communities and improves the quality of life of its citizens while preserving authenticity is a complex and multifaceted issue.

**Session III: Closing the gap (45 min)**

**Placing tourism within the wider urban agenda**

*Setting the Scene*

Raf Tuts, Director, Programme Division, UN-Habitat (5 min)

Ede Iijasz-Vásquez, Senior Director, Social, Urban, Rural, Resilience, World Bank (5 min)

Ossi Martikainen, Chair of the Commission for Natural Resources, European Committee of the Regions (5 min)

In a time of increased urbanization and transformation of urban areas, the future of urban growth is set to be rapid and complex. In line with the UN New Urban Agenda, and in order to respond to the current and upcoming challenges over the livability and sustainability of cities, it is essential to ensure the full inclusion of tourism in the wider urban agenda. Creating governance models that engage administration at all levels – tourism and other relevant administrations, the private sector, and local communities – can be seen as a first step towards building a common sustainable charter for urban tourism. Looking ahead, the question remaining is how to ensure that tourism effectively support the New Urban Agenda and the achievement of the SDGs, namely SDG 11 “Make cities and human settlements inclusive, safe, resilient and sustainable”?

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<td>17:30</td>
<td>Adoption of the Lisbon Declaration on Sustainable Urban Tourism</td>
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<td><strong>Closing Remarks</strong></td>
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<td>Ana Mendes Godinho, Secretary of State for Tourism, Portugal</td>
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<td>Zurab Pololikashvili, Secretary-General, World Tourism Organization</td>
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<td>20:00</td>
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