

64^a meeting of the UNWTO Regional Commission for the Americas and International Seminar on Destination Management - New Challenges, New Solutions

Guatemala City - La Antigua, Guatemala
15 – 17 May 2019

CAM/64/Seq. Acts
Madrid, 29 March 2019
Original: Spanish

Preliminary sequence of activities

The International Seminar and the 64th meeting of the UNWTO Regional Commission for the Americas will be held in Guatemala City and La Antigua, Guatemala, on 15 and 16 May 2019 respectively. The chronogram for both meetings is the following:

Tuesday, 14 May 2019:

---	Arrival of participants and registration – Reception of delegations at La Aurora International Airport, Guatemala City
15:00	Technical visit - Historical district tour / museums – Guatemala City
18:00 – 20:00	Welcome cocktail – Venue TBC

Wednesday, 15 May 2019:

07:00 – 08:30	Registration of participants – 64 th meeting of the UNWTO Regional Commission for the Americas (Members only) and International Seminar on Destination Management - new challenges, new solutions
08:30 – 08:45	Check-out of delegations attending 64 CAM in La Antigua (Members only)
09:00 – 09:30	Welcome remarks
09:30 – 10:00	Keynote speech - Destination management - new challenges, new solutions
10:00 – 11:15	Panel 1: Public policies and instruments for the sustainable management of tourism
11:15 – 11:35	Presentation 1: Managing a destination - the case of Jerusalem
11:35 – 12:50	Panel 2: Urban tourism and smart destinations
12:50 – 13:15	Presentation of the UNWTO.QUEST Destination Management Organization (DMO) Certification System
13:15 – 14:30	Lunch
14:30 – 14:50	Presentation 2: The role of Destination Management Organizations (DMOs) as instruments for the conservation of cultural and natural heritage
14:50 – 16:05	Panel 3: Tourism destination governance – new Destination Management Organizations (DMOs)
16:05 – 16:20	Presentation 3: Investments with social impact as an instrument for the sustainable management of destinations

16:20 – 16:40	Conclusions and closing
18:00 – 19:00	Welcome dinner, departure of delegations - National Palace of Culture
19:00 – 21:00	Welcome dinner - National Palace of Culture <ul style="list-style-type: none"> • Adhesion to the Global Code of Ethics for Tourism • Adhesion to the Sustainable Tourism Observatory
21:00	Departure of delegations to La Antigua

Thursday 16 May 2019:

09:00 – 09:30	Registration of participants – 64 th meeting of the UNWTO Regional Commission for the Americas (Members only)
09:30 – 10:00	Official group photo at Monument San José del Viejo
10:00 – 10:15	Opening remarks - 64th meeting of the UNWTO Regional Commission for the Americas
10:15 – 13:30	64th meeting of the UNWTO Regional Commission for the Americas (permanent coffee service)
13:30 – 14:30	Lunch (Members only)
14:30 – 17:00	64th meeting of the UNWTO Regional Commission for the Americas (cont.).
17:30 - 18:30	UNWTO – Central American Integration System (SICA) members meeting
19:00	Technical visit – ‘Legends’
19:30 – 22:00	Closing cocktail

Friday, 17 May 2019:

10:30	Technical visits – La Antigua and outskirts <ul style="list-style-type: none"> • Delegations will be informed about other tour alternatives to various tourist destinations in Guatemala, managed through tour operators
-------	---

Saturday and Sunday, 18 -19 May 2019:

---	Departure of delegations (as per itinerary)
-----	---