



**4<sup>TH</sup> GLOBAL SUMMIT ON CITY TOURISM**  
**“Re-Inventing City Tourism”**  
**14 -15 December, 2015 Marrakesh, MOROCCO**

16-Nov-15

**Background and objectives:**

- Tourism currently constitutes a central component in the economy, social life and the geography of many cities in the world. In recent decades cities have further become a dynamic vector for development and growth and also the locus for change. It is estimated that by 2050, 70 per cent of the world’s population will be living in cities and only by 2025; cities will contribute over 30 trillion US Dollars to the world economy (UNHABITAT).
- Tourism has become a powerful engine for the local economic and social development of cities by improving infrastructure, creating a skilled labour force, stimulating local business entrepreneurship, developing public-private partnerships and attracting other industries and services along with its contribution to GDP and services exports. Tourism also consolidates the international reputation of the cities and contributes to its economic positioning and competitiveness.
- Tourism in cities also creates spatial dynamics for transforming the urban landscape through the rejuvenation of public space and connectivity, development of local amenities and recreational facilities. This process not only builds a quality visitor experience but also safeguards and enhances the quality of life for the local community.
- Cities must adopt the principles of “**Accessible Tourism for All**”, by involving a collaborative process among stakeholders in order to enable people with access requirements to experience their visit with equity and dignity by delivering universally designed tourism products and services.
- “**Connectivity**” is an essential success factor for the performance and competitiveness of city tourism.
- The “**Meetings Industry**” is gaining a significant recognition among cities, however, it is increasingly important to clearly understand and respond to the industry’s needs and expectations to be able to attract this segment which generates revenue growth for the destinations.
- **Mega Events** also constitute a major bet for a city’s development strategy. Despite of the need for the large scale investments and important spatial changes in the city, mega events can generate economic, social, environmental, emotional and political impact.
- The 4th Summit, as a follow up of the previous three Global Summits on City Tourism, once again aims at i) providing a comprehensive understanding of the new opportunities, challenges and the dynamics of city tourism and ii) showcasing the effective strategies and creative practices to achieve a sustainable and competitive tourism in urban areas.

**Supporters:**



## **Day 1, 14 December 2015**

**Venue: Hôtel SAVOY, Avenue de La Menara, Marrakech**

**08:00 - 14:00 Registration of participants**

**09:00 – 10:00 Opening ceremony**

**H.E. Dr. Lahcen Haddad**, Minister for Tourism, Morocco

**Mr. Taleb Rifai**, Secretary-General of UNWTO

**Mr. Mohammed Moufakkir**, Wali de la Région Marrakech Safi

**Mr. Ahmed Akhchichine**, President of the Marrakech Safi Region

**Mr. Mohamed-Larbi-Belcaid**, Mayor of Marrakesh, Morocco

**Mr. Hamid Bentahar**, President, Regional Tourism Council Marrakesh, Morocco

**10:00 – 11:30**

**SESSION 1: Setting the Scene: Positioning City Tourism in the Global Marketplace: Quantitative and Qualitative Approach**

**Introductory Remarks: Mr. Ignasi de Delàs**, President of European Cities Marketing (ECM), Barcelona, Spain

**Moderator: Mr. Márcio Favilla**, Executive Director for Operational Programmes and Institutional Relations, UNWTO

**Panellists:**

**Mr. Abderrafi Zouiten**, General Manager ONMT

**Ms. Kumud Sengupta**, Co-founder and Director, Market Vision Research & Consulting, Dubai. United Arab Emirates

**Dr. Tony Tse**, Assistant Professor, Programme Director (Industry Partnerships) School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hong Kong, China

**Mr. Bo Chen**, Director, Liaison and International Cooperation Department, World Tourism Federation Department WTTCF, Beijing, China

**Q/A**

**11:30 – 12:00**

**Coffee Break**

**12:00 – 13:30**      **SESSION 2: Enhance City Tourism Competitiveness through Improved Connectivity**

**Introductory Remarks:** tba

**Moderator:** tba

**Panellists:**

**H.E. Jasem Mohammed Saeed Al Darmaki**, Acting Director-General, Abu Dhabi Tourism & Culture Authority (**tbc**)

**Mr. Driss Benhima**, President, Royal Air Maroc, Morocco

**Mr. Zouhair Mohamed El Aoufir**, General Director, Moroccan Airports Authority, Morocco

**Mr. Jared Harckham**, Vice President, ICF International, New York, United States of America

**13:15 – 13:30**      **Q/A**

**13:30 – 15:30**      **Lunch break**

**15:30 – 17:00**      **SESSION 3: Spatial Organization and Rejuvenation of City Destinations. The Role of Accessible Heritage Management and Walkable Urbanism**

**Introductory Remarks:**

**Prof. Donald E. Hawkins**, Department for Management and Tourism Studies, Eisenhower Professor of Tourism Policy, George Washington University, Washington, D.C., United States of America

**Moderator: Ms. Yolanda Perdomo**, Director, Affiliate Members Programme, UNWTO

**Panellists:**

**Mr. Ivor Ambrose**, Executive Director, European Network for Accessible Tourism (ENAT), Greece

Representative UNESCO from Rabat

**Representative of K eroul** - Tourism and culture for people with restricted physical ability, Montreal, Canada (**tba**)

**15:45 – 16:00**      **Q/A**

**17:00 – 17:30**      **Coffee Break**

17:30 – 19:00

**SESSION 4: Sustainable Tourism and Effective Destination Management in Cities for a Quality Visitor Experience**
**Introductory Remarks:**

**Mr. Juan Carlos Beloso**, Founder and Director, Future Places, Barcelona, Spain

**Moderator: Ms. Nada Roudies**, Secretary-General, Ministry for Tourism, Morocco

**Panellists:**

**Mr. Hamid Bentahar**, President, Regional Tourism Council Marrakesh, Morocco

**Ms. Mercedes Rodriguez**, General Manager, Bilbao Turismo, Spain

**Mr. Gerry Lennon**, Chief Executive, Visit Belfast, United Kingdom

**Mr. Roger Carter**, Managing Director, TEAM Tourism Consulting, United Kingdom

18:45 – 19:00

Q/A

20:00 – 22:00

Welcome Dinner

**Day 2, 15 December**

9:00 – 10:30

**SESSION 5: The Impact of the Meetings Industry and Mega Events to Revitalize Reputation and Stimulate Investments**
**Introductory Remarks:**

**Mr. Bruce Redor**, Senior Associate (Europe, Middle East & Africa), GainingEdge, Paris, France

**Moderator: tba**

**Panellists:**

**Dr. Ong Hong Peng**, Secretary General, Ministry of Tourism and Culture, Kuala Lumpur, Malaysia

**Ms. Özgül Özkan Yavuz**, General Manager, Istanbul Convention & Visitors Bureau, Turkey

10:15 – 10:30

Q/A

10:30 – 11:00

Coffee Break

**11:00 – 12:30****Technical conclusions and closing ceremony****Technical conclusions and moderator:**

**Ms. Esencan Terzibasoglu**, Director, Programme for Destination Management & Quality, UNWTO

**Closing Ceremony**

**Mr. Hamid Bentahar**, President, Regional Tourism Council Marrakesh, Morocco

**Mr. Mohamed-Larbi-Belcaid**, Mayor of Marrakesh, Morocco

**Ms. Nada Roudies**, Secretary-General, Ministry for Tourism, Morocco

**UNWTO Secretariat**

**14:00 – 18:00****Optional Technical Visit and Excursions**