

#CitiesAreListening

Towards a Future Tourism Strategy: Economic Recovery Tool for a Sustainable World Beyond the Pandemic

**Tuesday, April 13 2021
16:00 -17:15 Madrid (CEST) UTC+1**

After the pandemic our cities will never be the same again. COVID-19 has had a major impact on citizens and, above all, has deepened structural inequalities and has also called into question many of the certainties we had before the pandemic. As the UCLG Decalogue points out, the pandemic has shed light on the consumption model of many cities, and of delocalized and unsustainable production systems. In the world to come, both during and after the recovery, it will be essential to rebalance the relationship between economic growth, the environment and public priorities.

The meeting will bring together relevant actors of the sector to generate a debate on the vision of Tourism of the Future, identifying priorities, needs, strategies and creating a meeting space for possible alliances and collaborations. The contributions obtained during this event will serve as input for **the development of the Ibero-American Strategy for Future Tourism (EIT) of the Union of Ibero-American Capital Cities and the Pact for the Future, which is part of UCLG's strategy towards the renewal of the social contract.** Both UCLG and UCCI seek to bring about the transformation of the world into one that guarantees equitable access to public services through the renewal of the multilateral system and sustainable tourism will be key to putting communities at the centre of decisions that will directly affect them.

The session on the Future Tourism Strategy: economic recovery tool for a sustainable world beyond pandemic is framed within the #CitiesAreListening experiences. The dialogue will seek to address what tourism in the post-pandemic world means for cities, how to ensure that tourism in the world to come is both a tool for economic recovery, and how to make tourism an instrument of social cohesion and reinforcement of cultural rights to meet the needs of citizens. A sustainable instrument to ensure that recovery is done with the good of the planet in mind.



Programme

1. Opening Panel: 30 min.

Facilitated by **Emilia Saiz**, Secretary General of UCLG

Opening remarks by **Mohamed Boudra**, Mayor of Al Hoceima and President of the Moroccan Association of Mayors, President of UCLG (5 min), and **Almudena Maïllo**, Secretary General of the UCCI, Councillor for Tourism, Madrid City Council (5 min)

- **Pere Calvet**, President of UITP (5 min)
- **Isabel Oliver Sagreras**, Expert on Tourism and Biodiversity in the office of the Secretary General of the UNWTO (5 mins)
- **Jyoti Hosagrahar**, Deputy Director of the World Heritage Centre, UNESCO (5min)

2. Experiences from cities during and beyond the pandemic: 25 mins

Facilitated by **Ana Román**, Director General of UCCI

- **Jacqueline Mora-Baez**, Vice Minister of Tourism of the Dominican Republic (5 min)
- **Karol Fajardo**, Director of the District Tourism Institute, Bogota (5 min)
- **Maria Paz Ramos**, Undersecretary of Tourism of Lima (5 min)
- **Cristiano Beraldo**, Secretary of Tourism of Rio de Janeiro. (5 min)

3. Open debate (10 min)

Moderated by UCLG

4. Conclusion and final thoughts (5 min)

Emilia Saiz, Secretary General of UCLG

Ana Román, Director General of UCCI

**The session will be held on-line and will be interpreted in English, French, Spanish and Portuguese.

