



**Single-Year Expert Meeting on Tourism's Contribution to Sustainable Development
Geneva, Palais des Nations, Salle XXVI, 14-15 March 2013**

PROGRAMME OF WORK

10:00 – 13:00 Opening plenary session: The contribution of tourism to sustainable development

Item 1: Election of officers

Opening statement: Mr. Petko Draganov, Deputy Secretary-General of UNCTAD

Item 2: Adoption of the agenda and organization of work

Item 3: Introduction Mr. Taffere Tesfachew, Director, Division for Africa, LDCs and Special Programmes, UNCTAD

Informal session 1

Keynote speaker: Mr. Suman Billa, Secretary of Tourism of Kerala, Government of Kerala, India - Sustainable Tourism: The importance of a Pro-active Policy Agenda, The Kerala Experience in Responsible Tourism

Interactive discussion

Presentation by discussants:

Ms. Huilin Song, China Tourism Academy, China - Tourism Industry Development and Poverty Reduction: Evidence and Experience from China

Mr. Raphaël Chauvois, Conseiller Régional de Basse-Normandie délégué au Tourisme, Vice-président du Comité Régional du Tourisme de Normandie – La contribution de la Plate-Forme pour la Coopération et le Tourisme Durable à un développement durable

Interactive debate

13:00 – 15:00 Lunch break

15:00 – 18:00 Informal session 2: Sustainable growth and development- What and how can the tourism sector contribute?

Moderator: Mr. Taffere Tesfachew, Director, Division for Africa, LDCs and Special Programmes, UNCTAD

Discussants: Ms. Grace Mbabazi Aulo, Commissioner, Tourism Development, Ministry of Tourism, Trade and Industry, Uganda

Mr. Tidiane Fassa, Conseiller Technique au Cabinet du Ministre, Ministère du Tourisme et des Loisirs du Sénégal - Le tourisme vecteur d'un développement durable: expérience du Sénégal

Mr. Dale Honeck, Counsellor, Trade in Services Division, WTO - LDC Export Diversification, Employment Generation and the “Green Economy”: What roles for tourism linkages?

Mr. Matthias Leisinger, Head of Corporate Responsibility, Kuoni Travel Holding Ltd. - Sustainable growth and development: a Tour Operator perspective

Interactive debate

18:00 Cocktail Reception - Escargot Bar, 3rd floor, E. Building

15 March 2013

10:00 – 13:00 Informal session 3: The broader perspective - views from member organizations of the Steering Committee on Tourism for Development (SCTD)¹

Moderator: Mr. Marcio Favilla Lucca de Paula, Executive Director for Competitiveness, External Relations and Partnerships, UNWTO:

The United Nations Steering Committee on Tourism for Development (UN-SCTD): An integrated approach for tourism driven socio-economic growth

Discussants: Mr. Wolfgang Weinz, Senior Technical Specialist, ILO - Sustainable tourism: ILO policy and tools

Mr. Peter DeBrine, Programme Specialist, UNESCO - Balance between tourism and conservation and the challenges and opportunities faced in the safeguarding of heritage through the sustainable development of tourism

Ms. Marie-Claude Frauenrath, Trade in Services Officer, ITC - Inclusive tourism: Promoting backward linkages

Mr. Klaus Lengefeld, Sector Leader Tourism, German Development Cooperation - Possibilities and limits to measure sustainability in tourism (tbc)

Interactive debate

13:00 – 15:00 Lunch break

¹ SCTD members are: World Tourism Organization (UNWTO), International Labour Organization (ILO), International Trade Centre (ITC), United Nations Conference on Trade and Development (UNCTAD), United Nations Development Programme (UNDP), United Nations Educational, Scientific and Cultural Organization (UNESCO), United Nations Environment Programme (UNEP), United Nations Industrial Development Organization (UNIDO), and the World Trade Organization (WTO).

15:00–17:30 Informal Session 4: Enhancing capacities in Sustainable Tourism for Development: The EU, DG DEVCO initiative

Presentation: Ms. Zoritsa Urosevic, Head, Institutional & Corporate Relations, UNWTO - Presentation of the joint initiative

Discussants: Ms. Maria Castaldi, Policy Officer Business, Trade, Regional Integration European Commission - DG DEVCO: Sustainable Tourism in the EU Development Agenda

Mr. Richard Denman, Senior Expert in Sustainable Tourism, and Mr. Marcel Leijzer, Programme Coordinator, Technical Cooperation and Services, UNWTO - Feedback from Tourism stakeholders (Kenya, India, Viet Nam) on the Sustainable Tourism for Development Guidebook

Interactive debate

17:30–18:00 Item 4: Closing plenary session

Adoption of the Report of the Expert Meeting