



TECHNICAL NOTES

The 12th UNWTO/PATA Forum on
TOURISM TRENDS AND OUTLOOK

25-27 October 2018
Guilin, China

A. AIM OF THE CONFERENCE

In light of the mission of further promoting tourism as a driver of economic growth, inclusive development and environmental sustainability, and in consideration of the varying levels of tourism development as well as the varied positions of tourism in the development strategies or agenda of both developed and developing economies, the 12th UNWTO/PATA *Forum on Tourism Trends and Outlook* addresses “The Future of Tourism” as the theme of the 2018 annual conference. Aiming to serve as a platform for government officers, NGOs, industry practitioners, and academics to share their perspectives, research findings, and practices, this year’s forum intends to deliver on the following objectives:

- To explore and identify major global trends and issues that will affect the future of tourism as a development agenda in a destination society or community,
- To analyse trends, issues and challenges so as to offer prospects for its future development in a destination economy, and
- To facilitate dialogues and knowledge exchange amongst industry practitioners, policymakers and academics so as to promote tourism as an instrument for achieving sustainable development goals.

B. PARTICIPANTS

- Senior management officials from National Tourism Administrations and National Tourism Organisations
- Research officials from National Tourism Administrations and National Tourism Organisations
- Practitioners from tourism industries (airlines, transport services, tour operators, hotels, destination marketers, information and communication technology professionals, social media and eMarketers, destination and tourism consultant companies, etc.)
- Academics from research institutes and universities, and postgraduate/research students in tourism and hospitality.

C. CONFERENCE METHODOLOGY

The two-day Conference will be divided into two generic sessions:

- a) The technical session (on the first day) aims at a small audience. This session will provide policymakers, practitioners and academics with a forum to exchange views and perspectives on various aspects of the theme. Trends and issues, as well as challenges and better practices will be exchanged with experiences from worldwide destinations and source markets. The technical session will encompass academic, public and private sector perspectives on the forum theme, on the basis of which implications for future tourism development are to be drawn.
- b) The plenary session (on the second day) is open to a broad audience. This session will be devoted to consensus building and knowledge synthesis in pertinence to the theme. Trends and issues for future research and practice will also be discussed.