



Urban tourism: Policies and governance for more sustainable, inclusive, creative, and resilient cities

**6 November 2024, Cairo, Egypt
Preliminary Programme**

Background & Objectives

Tourism is one of the world's key socioeconomic drivers. Prior to the pandemic, it was the third-largest export category globally and one of the world's leading employers, especially women, representing 54% of the workforce. Having been hard hit by COVID-19 the sector is now close to full recovery with many cities and countries already surpassing their 2019 tourism levels.

In recent years, tourism has also become an essential pillar in the development for many cities and regions, promoting income, jobs, the protection, and preservation of cultural and natural heritage, contributing to the development of cultural and creative sectors, and functioning as a catalyst for social inclusion and better living conditions for local communities.

If sustainably developed, tourism has the potential to advance urban infrastructure and universal accessibility, preserve cultural and natural assets, stimulate creative industries, promote the regeneration of neglected areas, enhance mobility, innovation, foster intercultural dialogue, eventually transforming cities in better places to visit and live.

Yet, alongside the various opportunities that tourism represents, its significant growth and structural changes has increased existing challenges and externalities for host territories and communities.

Within the context of the World Urban Forum, UN Tourism, UN Habitat, and UNESCO organize a high-level event to discuss how to build better policies and governance in tourism, emphasizing the role of culture and creativity, for more sustainable, inclusive, creative, and resilient cities.

The high-level discussion, open debate and exchange of good practices will foster collective knowledge on the actions and governance approaches necessary to optimize the positive effects of tourism in cities minimizing its externalities.

The event aims at creating a space that allows the identification of cross-cutting synergies and partnerships within and among cities, and across key stakeholders at all levels, encouraging public-private-community collaboration to help deliver solutions to urban tourism challenges.

As an outcome of this cooperation, the conclusions drawn from UN-Habitat/UN Tourism Expert Group Meeting on "Advancing Sustainable Urban Tourism: Developing tools for promoting good practices in cities and territories" will be presented. Likewise, recognizing the important role of culture as a driver of sustainable development of tourism in cities, a series of Urban Solutions "Culture-driven Sustainable Urban Tourism" led by UNESCO, in collaboration with UN Tourism and UN-Habitat, will be featured. These solutions will promote cultural understanding and sustainable growth, transforming tourism into a catalyst for positive change.

Programme

6 November 2024 9:00 – 10:30 hrs.

Twelfth Session of the World Urban Forum (WUF 12)

Egypt International Exhibition Center, El-Moshir Tantawy Axis, Al Hay Al Asher, Nasr City, Cairo Governorate 4440301, Egypt

ONE UN room B

09:00 – 9:15 Welcome remarks

(Director) UN-Habitat representative (TBC)
 Mr. Ernesto Ottone R., Assistant Director-General for Culture, UNESCO (Virtual)
 Ms. Zoritsa Urosevic, Executive Director, UN Tourism (Virtual)

09:15 – 9:30 Setting the Scene: “Advancing Sustainable Urban Tourism: Developing tools for promoting good practices in cities and territories” Presentation of the Expert Group Meeting Conclusions

The “Expert Group Meeting on Advancing Sustainable Urban Tourism” organized by UN-Habitat in collaboration with UN Tourism held in March 2024 gathered international experts from the public and private sectors, UN Agencies, including UNESCO, and academia to discuss how cities could better benefit from tourism without compromising sustainability goals, and how tourism could be shaped to advancing sustainable, inclusive, creative and resilient cities. The main conclusions drawn in this meeting will be presented in this session.

Presenter: Ms. Sandra Carvão, Director, Market Intelligence, Policies and Competitiveness, UN Tourism

09:30 – 10:10 High-level panel: Learnings from the Past and the Future: Policies and Governance to Advancing Sustainable Urban Tourism

This session will gather high-level representatives at the front of cities at very different stages of tourism development to exchange their experiences, good practices and policy approaches to address the main challenges that urban tourism development represents and the policy-making required to build sustainable, inclusive, creative, and resilient cities.

Moderator: Ms. Sandra Carvão, Director, Market Intelligence, Policies and Competitiveness, UN Tourism

Panellists (TBC):

CLLR Princess Faku, Mayor of Buffalo City, Eastern Cape, South Africa (TBC)
 Mr. Rui Moreira Mayor of Porto, Norte, Portugal
 Mr. José Luis Martínez-Almeida, Mayor of Madrid, Spain (TBC)
 Ms. Anuela Ristani, Deputy Mayor of Tirana, Albania (TBC)
 Mr. Simone Venturini, Deputy Mayor of Venice, Italy (TBC)
 H.E. Susan Kihika, Governor of Nakuru City, Kenya (TBC)



10:10 – 10:25 **Q&A**

10:25 – 10:30 **Closing remarks**

Ms. Denise Bax, Programme Coordinator of the UNESCO Creative Cities Network and the UNESCO Cities Platform, Culture Sector, UNESCO