



11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM
MOUNTAINLIKERS: “Tourism, Innovation and Sustainability”
11-13 March 2020, ANDORRA

Working sessions March 11 and 12 at the Andorra la Vella Congress Center.

Background

- Since 1998, UNWTO has been addressing the field of snow and mountain tourism as a significant tourism activity with a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP, job creation, foreign exchange and services exports.
- Big data, new technologies and new business models all influence the pace and direction of the changes that tourism stakeholders need to adopt in order to respond to the current and future challenges in mountain destinations.
- Sustainable development, from an economic, ecologic and social point of view, is a key success factor for tourism destinations, which is also reflected by the fact, that Andorra, like many other countries, currently works on achieving the Sustainable Development Goals (SDGs), approved by the United Nations in 2015.
- The 11th World Congress will focus on the role of mountain tourism and rural development mainly addressing the topics of “innovation”, “sustainability” and “digital transformation” and explore:
 - Innovative IT-solutions for sustainable tourism;
 - Linking “responsible consumption” and local goods and resources;
 - Inclusive tourism;
 - The development of responsible destinations.



Provisional Programme

Wednesday, 11 March 2020

Venue: Congress Centre of Andorra la Vella - Plaça del Poble, Andorra la Vella

- 09:00 – 13:00 **Arrival and registration of participants**
- 10:00 – 10:30 **Opening Ceremony**
- **Hon. Mr. Francesc Camp Torres**, Mayor of Canillo
 - **Mr. Zurab Pololikashvili**, Secretary-General, UNWTO
 - **H.E. Mr. Xavier Espot Zamora**, Prime Minister, Principality of Andorra
- 10:30 – 11:00 **Keynote on innovation and sustainability**
- 11:00 – 13:00 **High-Level Panel on Mountain Tourism and Rural Development**
- 13:00 - 15:00 **Lunch break**
- 15:00 – 17:00 **SESSION 1: Technology and sustainable tourism**
In our fast changing world, we are used to catchwords like “big data”, “virtual reality” or “artificial intelligence” and that new online sales and marketing solutions or tourism apps are released at a fast pace. This session aims at identifying innovative IT-solutions in tourism, which contribute to sustainable development.
- 17:00 – 18:00 **Presentation of Andorra Data Hub**
- 20:30 **Welcome dinner**

Thursday, 12 March 2020

- 09:00 – 09:30 **Overview on mountain tourism trends**
- 09:30 – 11:00 **SESSION 2: Managing our resources - responsible consumption and production**
To reach the sustainable development goals (SDGs) a sustainable consumption of valuable resources and the use of local goods are essential. This session aims at providing examples for sustainable consumption initiatives as a tool for the local population to benefit from tourism development, especially in rural areas.
- 11:00 – 11:30 **Coffee break**
- 11:30 – 13:00 **SESSION 3: Mountain Tourism for All**

To reach a destination and the mobility during the holidays are key issues for many tourism destinations. At the same time, personal mobility is also an important factor when talking about inclusive tourism. This session aims at presenting innovative mobility concepts in tourism and their key success factors.

- 13:00 - 15:00 Lunch break
- 15:00 – 17:00 **SESSION 4: Consumers call for responsible tourism destinations**
The globally growing environmental awareness also changes development patterns in tourism – energy efficiency, environmental friendly construction or the use of natural materials can all contribute to sustainable development. This session aims at presenting showcases of tourism infrastructures dedicated to an eco-friendly development.
- 17:00 – 17:30 **Keynote on destination management and governance**
Ms. Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness, UNWTO
- 17:30 – 18:00 **Keynote on mountain destinations of the future**
- 18:00 – 18:15 **Technical conclusions**
- **Ms. Sandra Carvao**, Chief, Tourism Market Intelligence and Competitiveness, UNWTO
 - **Mr. Christopher Hinteregger**, Scientific Director of the Congress
- 18:15 – 18:30 **Closing Ceremony**
- **Hon. Mr. Francesc Camp Torres**, Mayor of Canillo
 - **Hon. Ms. Laura Mas Barrionuevo**, Mayor of Encamp, host of 2022 Congress
 - Representative of UNWTO
 - **H.E. Ms. Verònica Canals Riba**, Minister of Tourism of the Principality of Andorra
- 18:30 **Farewell cocktail**

Friday, 13 March 2020

- 10:00 – 11:00 **Mountain Living Hub - ActuaTech Foundation**
- 11:00 – 17:00 (TBC) **Enjoy Andorra (programme of cultural visits or sport and leisure activities)**