



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

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 <ul style="list-style-type: none">- Mayor Comú de la Parròquia de Canillo- Secretary-General, UNWTO- 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 <p>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.</p>
17:15 – 18:45	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 production and consumption <p>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.</p>
11:00 – 11:30	Coffee break
11:30 – 13:00	SESSION 3: Mountain Tourism for All <p>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.</p>

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 <ul style="list-style-type: none"> - Ms. Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness, UNWTO - Mr. Christopher Hinteregger, Scientific Director of the Congress
18:15 – 18:30	Closing Ceremony <ul style="list-style-type: none"> - Mayor Comú de la Parròquia de Canillo - Mayor of the host of 2022 Congress, Mayor Comú d'Encamp - Representative of UNWTO - Minister of Tourism of the Principality of Andorra
18:30	Farewell cocktail

Friday, 13 March 2020

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