

NEWSLETTER

11, 12 & 13 march
Canillo · ANDORRA 2020



MOUNTAINLIKERS

11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM



CONGRESS TO FOCUS ON TECHNOLOGY, RESOURCE MANAGEMENT, INCLUSIVE TOURISM AND THE 'NEW TOURIST'.

Responsible tourism, sustainability or social responsibility are terms that are increasingly present in daily lives. But how do they apply to the tourism sector and, above all, what tools and resources do we have to make sustainable tourism a reality? What are the success stories in the international arena and the models proposed by leading professionals? All this, as well as issues such as innovation or tourism's contribution to the 2030 Sustainable Development Goals, will be discussed at the 11th World Congress on Snow and Mountain Tourism, to be held at the Andorra la Vella Congress Centre on 11, 12 and 13 March.

Damien Zisswiller, Director of Engineering and Territorial Development of ATOUT France, will open the congress with a keynote on innovation and sustainability. This will be followed by a high-level ministerial debate on mountain tourism and rural development. The opportunities of tourism for rural areas, the socio-economic benefits it can have on rural communities and how it can enhance the competitiveness of mountain destinations will be discussed.

The first session of the congress after the panel will focus on identifying and reflecting on the contribution of technology to sustainable tourism. Javier de la Torre, co-founder of Carto, will explore this topic in greater depth, alongside with other experts carrying out successful experiences around the world.

Talking about sustainable tourism, means talking about the fundamental issue of resource management. This topic will be discussed at the second session of the congress that counts with experts such as Rosalaura Romeo, Programme Officer of the FAO Mountain Partnership, who will present the 'Mountain Partnership Products' label.

Accessible tourism is another key pillar of sustainability. Various innovative initiatives around accessibility and their success factors will be discussed during the third session with international speakers, such as Pascale Fontenel-Personne, President of the French National Assembly's study group on tourism, who will speak about tourism for all.

The fourth and final session of the congress changes the focus to centre directly on the consumers. Environmental awareness is changing the way tourism is developed, and there is a growing demand for responsible tourism destinations. Among the keynote speakers in this session, Iacopo Mazzetti from the Milano Municipality will explain how Milano - Cortina (Italy) are preparing to host the 2026 Winter Olympics and how sustainability has been at the heart of the successful candidacy of these destinations.

If you are a tourism professional and want to learn about the latest trends and challenges of mountain tourism, you cannot miss this international gathering. The Government of Andorra, the World Tourism Organization (UNWTO) and the Comú de Canillo invite you to join us.



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